



Margaux Parnet
1701344

« Good Food, Good Life »
Nestlé

ABOUT THE COMPANY ...



- **Creation:** 1866
- **Fondators:** Henri Nestlé & Charles Page
- **Chairman :** Paul Bulcke
- **Headquarters:** Vevey, Switzeland
- **Turnover:** CHF 92,6 billion (2019)
- **Net earnings:** CHF 11,9 billion (2019)
- **the 14th biggest** company in the world according to EY in 2019



«in the 19th century, the Pharmacist Henri Nestlé has developed a soluble milk flour for newborns as a substitute for breast milk. Since that day, Nestlé has never stopped evolving... »

Today, Nestlé combines several markets:

Beverage/Water



Ice-cream & dairy products



Cereals



Advanced Medical & Early Life Nutrition



Chocolate & sweets



Coffee



Pet Care



Cooked & Frozen meals

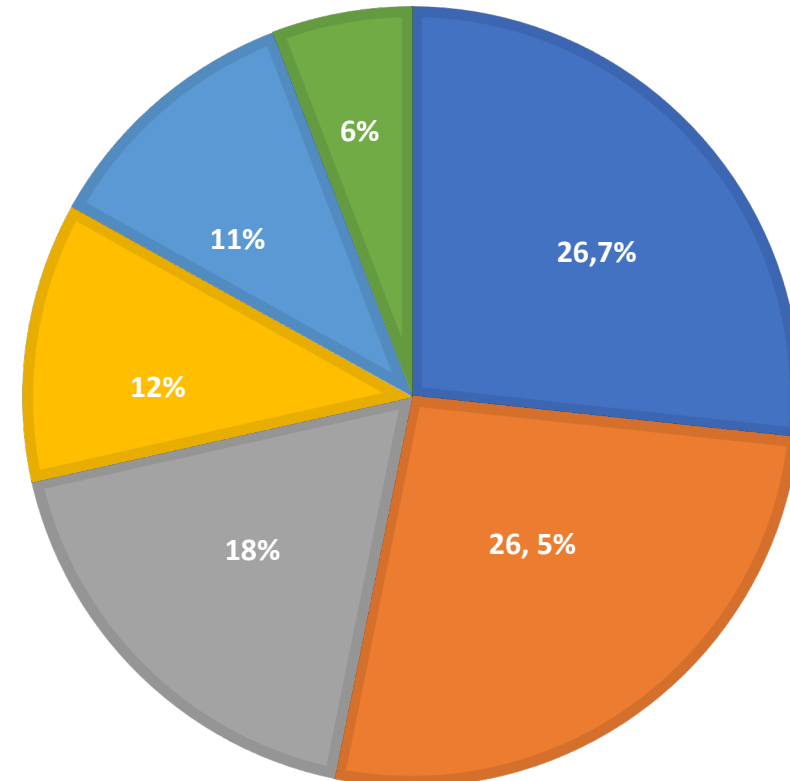


FOOD & BEVERAGE INDUSTRY OF NESTLÉ

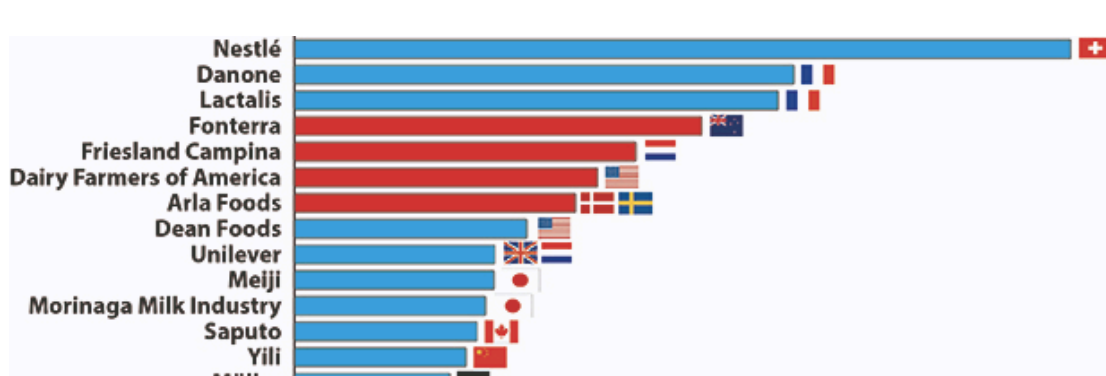


NESTLÉ'S BUSINESS BREAKDOWN

- Beverage
- dairy products
- ready meals
- sweets
- animal products
- medical products



NESTLÉ IN NUMBERS



First Global Group specialized in nutrition, well-being and health



More than 324 000 employees



413 factories in 85 countries



More than 2 000 brands



10 000 types of products sold

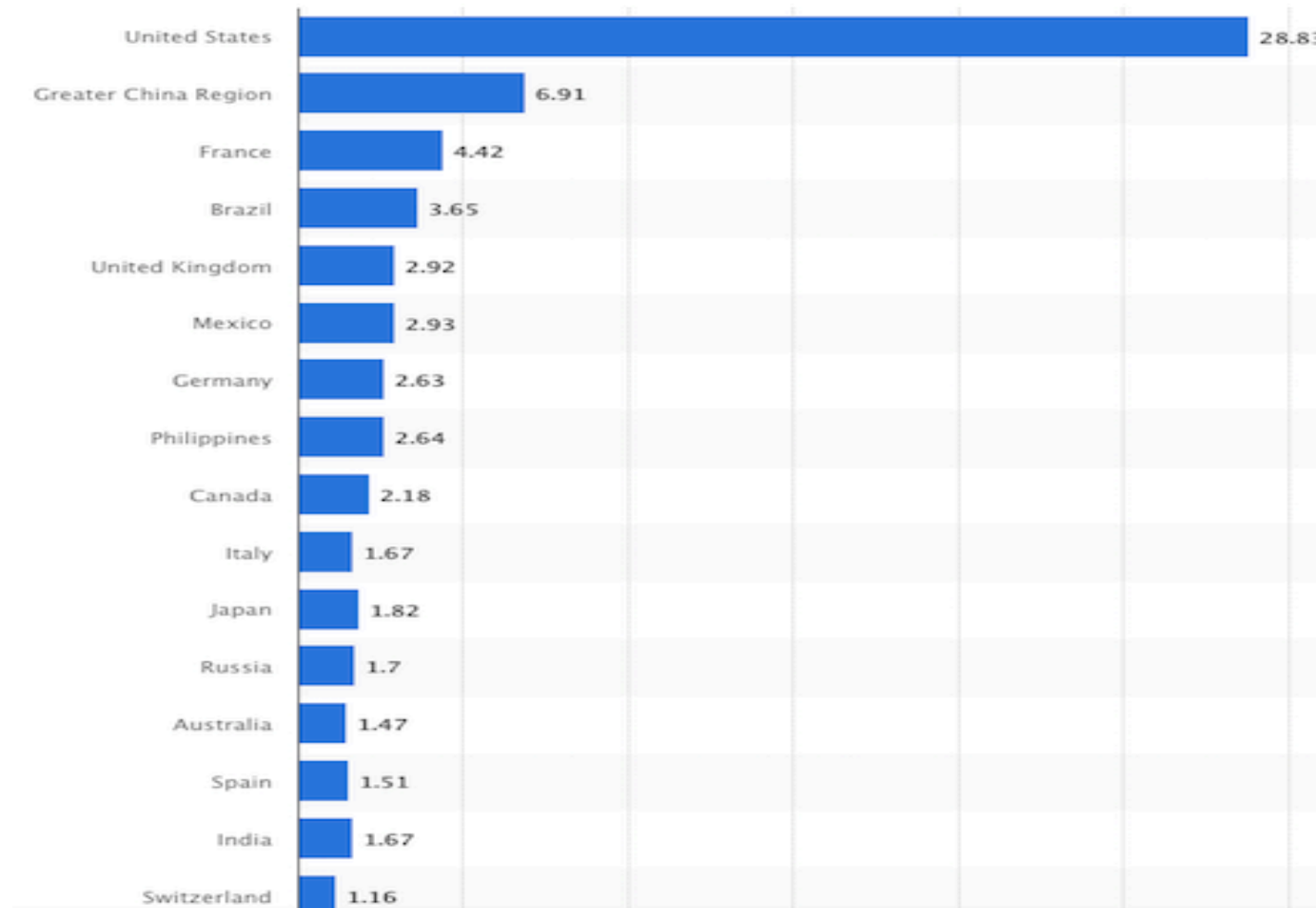


Present in 189 countries

WORLD MARKET



Leading markets of Nestlé worldwide in 2019, based on sales (in billion CHF)



EU Market



100 factories in Europe connect us to thousands of farmers and communities



In millions of CHF

	2018*	2019	Proportion of total sales (%)
Western	11 791	11 587	61.5%
Eastern and Central	3 570	3 699	19.7%
Middle East	3 571	3 548	18.8%
Powdered and Liquid Beverages	5 154	5 045	26.8%
Milk products and Ice cream	1 067	987	5.2%
Prepared dishes and cooking aids	3 923	3 847	20.4%
Confectionery	3 293	3 319	17.6%
PetCare	3 466	3 624	19.3%
Nutrition and Health Science	2 029	2 012	10.7%
Total sales	18 932	18 834	
Underlying trading operating profit	3 545	3 567	18.9%
Trading operating profit	3 206	3 394	18.0%
Capital additions	1 422	1 083	5.8%

TYPES OF LOBBYING



House lobbying



Lobbying via consultancing agencies



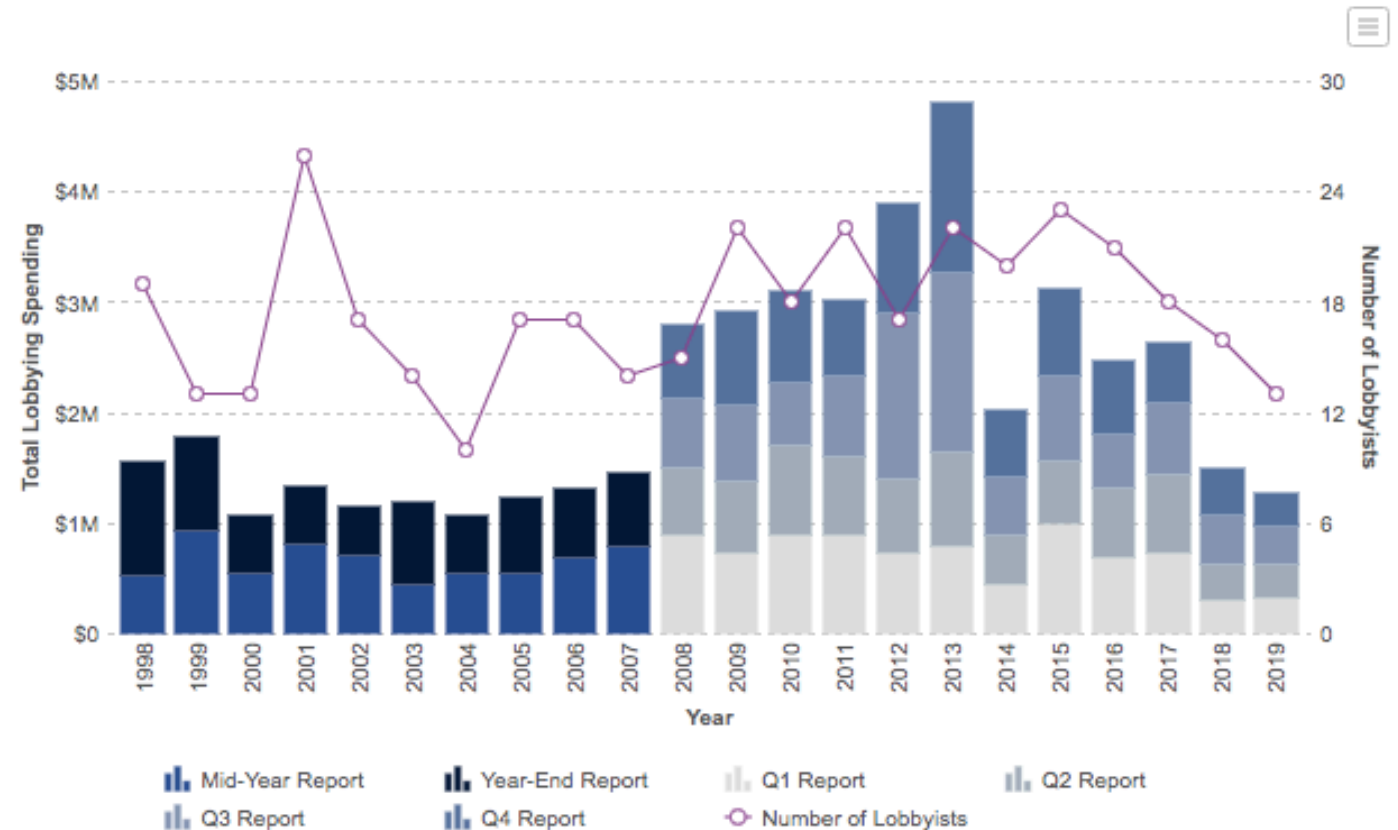
Lobbying via association

LOBBYING BUDGET ESTIMATE



Annual Lobbying by Nestle SA

- In 2018 : Nestlé spent approximatively \$1,281 000 on lobbying
- In 2014 : It spent \$2.02 million
- In 2013 : It spent a whopping \$4.8 million



IN HOUSE LOBBYING



6 people are involved

**6 lobbyists with
European Parliament accreditation :**

Edoardo CAVALCABO

Greta DRUMSTAITE

Olivera MEDUGORAC

Robin PRAILLET

Bart VANDEWAETERE

Johannes WEBER

Financial year: 01/2018 - 12/2018

Estimate of the annual costs related to
activities covered by the register:

$\geq 400\,000$ € et $< 499\,999$ €

LOBBYING BREAKDOWN IN THE USA



CONSULTANT AGENCIES	How much does Nestlé spend on it ?	CLIENTS	LOBBYISTS	Number of people hired in Brussels
BROWN & FORTUNATO	\$45,000	Nestle HealthCare Nutrition	Cara C. Bachenheimer	1
NESTLÉ USA	\$1,076,000		Nicole Colier, Molly Fogarty, Kesley Freeman, Megan Villareal, Kent Wilson	5
Olsson Frank et Al	\$40,000	Nestle Purina PetCare	Samantha Beard, Reed Diskey, Julia Johnson, Marshall L Matz, Molly O'connor, Roger Szemraj	6
Porterfield Fettig & Sears	\$120,000	Nestle Waters North America	Jeremy Rabinovitz	1

LOBBYING BREAKDOWN IN EUROPE



Consultancy companies	CLIENTS	NUMBER OF PEOPLE IN BRUSSELS	HOW MUCH DOES NESTLÉ SPEND ON IT ?	OTHER INFORMATATIONS
Klima-Allianz Deutschland	Nestlé	1	650,000 €	Climate Action Energy Environment
Weber Shandwick, Current Global, Golin brand names of CMGRP Belgium SCRL	Nestlé Purina Petcare Global Resources	29	25,000 € - 49,999 €	Global Ressources at European national Regional level

LOBBYING VIA ASSOCIATIONS & PATNERS



ASSOCIATIONS	NUMBER OF PEOPLE IN BRUSSELS	BUDGET OF THE ASSOCIATION FOR CONSULTANCY ACTIVITIES
AIM - European Brands Association	5	300,000 € - 399,999 €
Caobisco - Association of chocolate, biscuit and confectionery industries of the European Union	4	300,000 € - 399,999 €
Ceereal - European Cereal Breakfast Association	3	300,000 € - 399,999 €
CIUS - Committee of Industrial Users of Sugar	1	150,000 €
ECF – European Coffee federation	2	310,000 €
EDA – European Dairy Association	6	400,000 € - 499,999 €
EFBW - European Federation of Bottled Water	2	100,000 € - 199,999 €
Euroglaces – European Ice Cream Association	1	25,000 € - 49,999 €

And many more : EUROPEN - European Organization for Packaging and the Environment, MNI - Medical Nutrition International, SNE - Specialised Nutrition Europe, Fediaf – European Pet Food Industry, FoodDrinkEurope....

LOBBYING OBJECTIVES



Top issues for Nestlé lobbyists include :

Food Industry, Labor, Antitrust and Workplace, Agriculture, Trade, and Environment.

- **Agriculture :**

2016 → Nestlé spent \$100,000 to lobby Congress over food safety issues and regulations concerning cocoa produced in West Africa.

- **Environnement : (SUCCESSFUL)**

2016 → Nestlé spent \$60,000 lobbying Congress about Environmental issues relating to the production of bottled water. Even amid an historic drought, Nestlé is earning millions by bottling water from the San Bernardino National Forest in Southern California.

A federal judge ruled that the company can keep bottling the water under the terms of a permit granted by the National Forest Service which expired in 1988.

Nestlé Waters' 2018 worldwide sales exceeded \$7.8bn.

MEETINGS

(21 meetings found)



List of meetings Nestlé S.A. has held with Commissioners, Members of their Cabinet or Director-Generals

COMMISSION REPRÉSENTATIVE	PORTFOLIO	DATE	LOCATION	SUBJECT
Lukas Visek, Cabinet member of Frans Timmermans	European Green Deal	17/02/2020	Brussels	Sustainable food systems
Daniel Calleja Crespo, DirectorGeneral	Environment (ENV)	15/10/2018	Brussels	Water and Circular Economy
Nathalie Chaze, Cabinet member of Vytenis Andriukaitis	Health & Food Safety	04/05/2017	Brussels	The Evolved Nutrition Label initiative
Rodrigo Ballester, Cabinet member of Tibor Navracsics	Education, Culture, Youth and Sport	12/01/2017	Brussels	Promotion of apprenticeship in schools
Phil Hogan, Commissioner	Agriculture & Rural Development	21/06/2016	Brussels	Keynote dinner speech

WEBLIOGRAPHY



- **Nestlé website :**

<https://www.nestle.com/>

- **Nestlé company History :**

<https://www.nestle.com/aboutus/history/nestle-company-history>

- **Nestlé Annual Report 2019:**

<https://www.nestle.com/investors/annual-report>

- **Nestlé World Market 2019:**

<https://www.statista.com/statistics/268889/net-profit-of-the-nestle-group-worldwide/#statisticContainer>

<https://www.youtube.com/watch?v=Cbx-ILzgP4o>

- **Corporate Business Principle :**

https://www.nestle.com/sites/default/files/asset-library/documents/library/documents/corporate_governance/corporate-business-principles-en.pdf

- **Lobbying Transparency Register:**

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=15366395387-57>

- **Nestlé's Lobbying budget:**

<https://www.opensecrets.org/orgs/lobbying?id=D000042332>

WEBLIOGRAPHY



- **Persons accredited for access to European Parliament premises**

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=15366395387-57&locale=en#en>

- **Lobbying via Associations (Lobbying Transparency Register):**

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=1074382679-01>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=496569221197-39>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=62882208965-81>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=44875424605-90>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=48891989251-14>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=437180632625-02>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=562370525222-50>

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=31013503339-49>

- **List of meetings Nestlé S.A. has held with Commissioners, Members of their Cabinet or Director-Generals**

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- **Lobbying goals :**

<https://www.mintpressnews.com/nestle-spent-11m-lobbying-congress-to-control-water-cocoa-trade-since-2013/220853/>