

to consumers, as the company acknowledged. "We know that our consumers care about the welfare of farm animals and we, as a company, are committed to ensuring the highest possible levels of farm animal welfare across our global supply chain," said Benjamin Ware, the company's manager of responsible sourcing, in a statement.

In the last year, several other major food companies have indicated that animal welfare is a new priority. Smithfield, the world's largest hog and pork buyer, said in January that it would extend the contracts of its suppliers who got rid of gestation crates — narrow stalls used to confine pregnant sows — by 2022.

But Nestle's new commitment is unique in a few ways. For one, it's the largest food company in the world, with \$101 billion in sales in 2013. Delivering its milk, chocolate, eggs and meat to a growing consumer base involves a highly complex supply chain of farms with varying standards around the world.

Secondly, Nestle is partnering with World Animal Protection, an animal welfare NGO, which it says helped draft the new policy. The company says that makes it the first major food company to form an international partnership with an animal welfare NGO. Nestle is also hiring the auditing firm SGS to check on its suppliers to ensure they make the changes. World Animal Protection will help verify that process.

Nestle's move is "the latest, and one of the biggest, in a series of actions by major food retailers, moving them away from an industrial-type production system that is callous and unforgiving toward animals," wrote Wayne Pacelle, president of the Humane Society of the United State, on his blog.

### Coca-Cola to pay \$2.15 Billion for stake in energy drinks maker Monster Beverage

Coca-Cola is buying a 16.7 % stake in Monster Beverage for \$2.15 billion, with the world's biggest soda maker hoping to benefit from the surging popularity of energy drinks. The Atlanta-based company that it will also place two directors on Monster's board as part of the deal.

Analysts had suggested for some time

### MULTIVAC supports typhoon victims in the Philippines with donations

At the beginning of November, typhoon Haiyan hit the central islands of the Philippines and forced millions of people to leave their homes and seek refuge in shelters. MULTIVAC has helped the international humedica e.V. organization in Kaufbeuren with the sum of 5,000 euros to provide medical and logistical supplies to the victims in the disaster area. The medical help teams are currently in the disaster area of the destroyed city of Tacloban. The "humedica e.V." society was founded in 1979 by Wolfgang and Dieter Gross. The worldwide aid organization, which focuses primarily on children in need, takes food, vital vaccines and medication, as well as technical equipment to disaster areas and emergencies in a rapid and targeted way.

For MULTIVAC it goes without saying, help should be provided in such a humanitarian disaster, and that projects in particular should be supported, which aim to stand shoulder to shoulder with all available means alongside those people, who have fallen into destitution through natural disasters or structural poverty. With its donation of 5,000 euros, MULTIVAC is making a contribution to this awareness.

that Coca-Cola might acquire Monster at a time when its flagship soda business is flagging in developed markets such as the United States. Monster Beverage Corp., meanwhile, has cultivated a loyal fan base in part by focusing its marketing on skateboarding, snowboarding and other sports events.

When asked during a conference call with reporters whether Coca-Cola had pursued acquiring all of Monster, CEO Muhtar Kent said, "I wouldn't want to comment on that." He noted the company has the option to increase its stake to 25 %.

As energy drink makers have enjoyed growth in recent years, they've also been the subject of criticism and controversy over marketing tactics and the caffeine levels in their products.

The Food and Drug Administration has been investigating reports of deaths linked to energy drinks, although the agency noted that the reports don't prove the drinks caused the deaths.

Monster, based in Corona, California, has repeatedly said its drinks are safe and it does not know of any fatalities caused by its products.

The deal is the latest move by Coca-Cola to look beyond its own portfolio of Sprite, Dasani, Powerade and other drinks for growth. Earlier this year, the company also bought a 10 % stake in Green Mountain Coffee Roasters Inc. for \$1.25 billion.

As for its deal with Monster, the two companies will also swap some drinks to better align their respective portfolios. Monster will take Coca-Cola's energy drink business, which includes NOS, Full Throttle, Burn and Mother. In turn, Coca-Cola will take Monster's other beverages, such as Hansen's Natural Sodas and Peace Tea.

The transaction is expected to close later this year or in early 2015. Shares of Coke rose 1.4 % to \$40.75. Monster shares shot up 20 % to \$85.77.

### Engro revenue up by 16%



Engro Corporation reported 16% increase in its revenues to Rs77.541 billion during the first half of this calendar compared to Rs66.874bn in the corresponding period of 2013.

According to a statement, the increase in revenue was driven by higher fertilizer sales at Engro Fertilizers and Engro EXIMP.

Profit before tax (inclusive of non-controlling interest) was also higher by 11% amounting to Rs5.351bn as compared to Rs4.822bn last year.

However, higher tax provisions by the businesses resulted in decreasing profit after tax to Rs2.684bn from Rs3.341bn of first half of 2013.

The company also announced an interim cash dividend of Rs2 per share for the year ending December 31, 2014. ♦