MAKING CHOCOLATE SWEETER: HOW TO ENCOURAGE HERSHEY COMPANY TO CLEAN UP ITS SUPPLY CHAIN AND ELIMINATE CHILD LABOR

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Abstract: Child labor is a complex issue that deeply permeates cocoa production in West Africa. Multinational corporations, such as Hershey Company, are often in the best position to address child labor because these human rights violations occur within their own supply chains. The U.S. legislature can encourage multinational corporations to address child labor through mandatory public disclosure and due diligence. This mandatory disclosure may encourage multinational corporations to use fair trade certification or sponsorship programs—solutions that keep children away from hazardous occupations while still addressing the root cause of child labor, poverty.

INTRODUCTION

On October 31, 2012, American children filled Halloween bags with Hershey’s Chocolate Kisses, Kit Kat Bars, and Reese’s Peanut Butter Cups. All of these Halloween staples originated from Hershey Company’s (Hershey) expansive portfolio. Hershey is the leading chocolate manufacturer in North America, controlling 42 percent of the market for chocolate products in the United States and generating over $6 billion in annual revenues. Furthermore,

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2 See Harry, supra note 1.

Hershey is an American icon, frequently considered one of the country’s favorite brands of chocolate.4

As American children enjoyed their Halloween treats, however, most did not know that the chocolate dissolving on their tongues was partially produced by other children laboring under difficult conditions in West Africa.5 The day after Halloween 2012, the Louisiana Municipal Police Employees’ Retirement System, which owns 1,800 shares in Hershey, filed a complaint against the corporation in Delaware’s Chancery Court.6 The shareholders sought to enforce their rights to inspect Hershey’s corporate books7 in order to investigate whether Hershey’s Board of Directors permitted the company to integrate illegal child labor into its business model.8 The shareholders argued that the Board’s actions could damage Hershey’s brand and reputation, and furthermore would breach the Board’s fiduciary duties to Hershey and its shareholders.9 The shareholders also argued that an inspection of Hershey’s books and records would help them decide whether to file a subsequent derivative suit on behalf of the company.10

This complaint arose more than a decade after the company signed a protocol pledging to terminate any use of slave and child labor by 2005.11 This lawsuit suggests that the voluntary agreement was insufficient to prevent a brand children love from exploiting children across the Atlantic Ocean.12

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5 See Bloxham, supra note 3; Filip, supra note 3.
7 See Ramos, supra note 6; Filip, supra note 3; see also DEL. CODE ANN. tit. 8 § 220 (2010). Section 220 of Delaware General Corporate Law provides limited rights to shareholders to inspect a corporation’s “books and records.” Id. § 220(b). Section 220(c) gives shareholders permission to apply to the Court of Chancery for an order to compel an inspection if the corporation does not allow the shareholder to inspect the requested records or reply to the demand within five business days. Id. § 220(c).
9 Id. ¶ 2.
10 Id. ¶ 8.
12 Verified Complaint, supra note 8, ¶ 1; Protocol, supra note 11, at 1; Ramos, supra note 6.
shey’s struggle to meet these expectations also provides a vehicle to explore even larger questions: how well can companies regulate themselves through the motivations of corporate social responsibility (CSR) and the marketplace? Should legislatures impose hard law measures rather than soft law targets?

This Note proceeds in three parts. Part I provides a background on CSR in the United States today and charts Hershey’s work over the past decade to reduce the use of child labor in its cocoa production. Part II tracks legislators’ escalating use of due diligence to obtain public policy objectives and provides an overview of international law on child labor. Part III recommends that multinational firms stay proactive about child labor in order to avoid harm to their brand and corporate reputation. Additionally, legislators should encourage companies to do so by mandating supply chain due diligence and offering tax breaks, among other incentives, to companies that become fair trade-certified.

I. BACKGROUND

A. The Elusive Concept of CSR

“Corporate social responsibility,” one writer for Forbes’ CSR blog bluntly wrote, “is not going to solve the world’s problems.” In his book charting Levi Strauss & Company’s (Levi’s) attempts to incorporate ethics into a multinational business operation, Karl Schoenberger seemed inclined to agree. He wrote:

Corporations are incapable, almost by design, of exercising moral and ethical judgments . . . They react when coerced into accountability by some external force—a legal constraint or the scandal of a negative advocacy campaign. Even for companies with the most noble of intentions, the unwritten laws of the free market do not provide a mechanism to reconcile the true cost of social responsibility with the fundamental need to be profitable. In other words . . . an


16 See SCHÖNBERGER, supra note 13, at ix.
organization’s instinct to succeed prevails over any lofty principles it might espouse.\textsuperscript{17}

Despite the obvious limitations of CSR, over the last twenty years consumers and managers alike have rapidly developed the notion that companies should give back to the communities, employees, and the environments with which they do business.\textsuperscript{18} Many current CSR programs are considered tools to improve a firm’s reputation and brand recognition, but critics remain concerned that anything beyond this could be an improper use of shareholders’ money.\textsuperscript{19} This can lead to paradoxical efforts as corporations launch well-publicized charity initiatives while still contributing to human rights violations through their own business operations.\textsuperscript{20}

Nevertheless, an evolving view of CSR—one seemingly espoused by the Hershey shareholders in their complaint—compels companies to improve the well being of individuals in their own supply chains.\textsuperscript{21} This view promotes the concept that a company should be held accountable not just to shareholders but also to other actors in a corporate enterprise, such as employees, suppliers, and

\textsuperscript{17} Id.


\textsuperscript{21} See Verified Complaint, supra note 8, ¶ 1; Paul Klein, Moving Beyond CSR: The Business of Social Change, FORBES BLOG (Nov. 12, 2012.), http://www.forbes.com/sites/csr/2012/11/12/moving-beyond-csr-the-business-of-social-change/ (last visited Mar. 14, 2014). Klein’s article explains the important role that supply chains play in a corporation’s social responsibility program, while neglecting to enforce policies that eliminate forced and child labor from its supply chain.)

Improving supply chain operations has the potential to reduce costs and risk and make a meaningful social and environmental difference. Increasingly, supply chain managers are accountable for delivering more than economy and efficiency to the sourcing of products and to the logistics of delivery. They are also responsible for ensuring that suppliers have fair hiring policies and safe working conditions and that environmental impacts are reduced wherever possible.

Klein, supra.
people living in the communities where firms conduct their business. These so-called “stakeholders” in the company are seen as having a “moral stake,” rather than an “equity stake,” in the company.

To improve the well being of stakeholders in their supply chains, a company’s vision of CSR must also extend to that company’s suppliers. Many companies today have codes of conduct, in which corporations ensure that their suppliers uphold the same standards of social responsibility to which corporations themselves adhere. As companies began to outsource more jobs to a global network of contractors and suppliers, they become increasingly susceptible to litigation for human rights violations, which could wreak havoc on a brand’s reputation. Therefore, requirements formerly under the purview of public governance—such as environmental standards and workers’ rights—are being replaced with private contracting.

The theory that companies should concern themselves with “stakeholders” in their own supply chains does not rest on altruistic goals alone. Current scholarship has also begun to suggest that companies can be profitable and compete effectively in the long term by prioritizing stakeholders’ interests when constructing and implementing business plans. In fact, many top-performing companies have built social purposes into their operations. In a well-received article in the Harvard Business Journal, Rosabeth Moss Kanter stressed that “great

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23 Schoenberger, supra note 13, at 23.

24 See Whelan, supra note 13, at 2–4.

25 Id. at 3–4.

26 See Schoenberger, supra note 13, at 56–58. For example, in 1999 two lawsuits filed in California against Gap Inc., Nordstrom Inc., Tommy Hilfiger USA, Oshkosh B’Gosh, and Wal-Mart argued that the companies should be held jointly liable for the human rights transgressions of their sewing factory contractors in Saipan. Id. at 67. The companies were exposed to negative publicity and forced to pay heavy fines to compensate the workers. Id. at 68–69.

27 Whelan, supra note 13, at 4.

28 See Schoenberger, supra note 13, at 24; Rosabeth Moss Kanter, How Great Companies Think Differently, Harv. Bus. Rev., Nov. 2011, at 66, 68 (arguing that a firm that takes a long term approach by investing in its employees and community can still be profit maximizing as a firm only concerned with making a profit).

29 See Schoenberger, supra note 13, at 24; Kanter, supra note 28, at 71 (illustrating how before a merger, Shinhan Bank negotiated with Chohung Bank’s union, gave equal representation to both banks’ managers on a management committee, increased employees’ salaries, held a series of retreats to foster social bonding in order to integrate the two cultures, which lead to a successful merger where Shinhan outperformed the South Korean stock market).

companies” make profits while also investing in employees and communities—in short, investing in the company’s far-reaching future.\textsuperscript{31} Restructuring supply chains to demonstrate a company’s commitment to its stakeholders, however, is not an easy task.\textsuperscript{32} Policymakers note that international labor issues are extremely complicated and are the result of multiple cultural and economic factors.\textsuperscript{33} International organizations recognize that child labor is an especially difficult issue because corporations do not want to deprive impoverished families of extra income,\textsuperscript{34} but also recognize that children deserve an education free from debilitating work.\textsuperscript{35} Corporations cannot fix these complicated social issues alone, but rather need to work in combination with local governments, NGOs, and other actors.\textsuperscript{36}

\textbf{B. Hershey Company and CSR}

Milton Hershey, the celebrated founder of Hershey, demonstrated his commitment to children throughout his illustrious career.\textsuperscript{37} In 1909, fifteen years after he started his chocolate factory, the entrepreneur founded the Hershey Industrial School for Orphans and put his personal fortune of $60 million

\begin{footnotesize}
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\item See Kanter, supra note 28, at 68.
\item See Klein, supra note 21.
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\item The extent to which West African cocoa producers employ child labor is, in part, a function of economic factors. The extent of child trafficking is likewise affected by such factors, these include low cocoa prices, low incomes of family farmers, and large numbers of small holder farmers who cannot afford to engage hired labor. However, cultural factors are involved too. Sociologists point out that not only is there a tradition of children participating in household and farm work from an early age (the IITA study), but there is a strong tradition in West Africa of child migration both within countries and across borders. Such migratory patterns make it difficult to monitor and control child trafficking. A study of Malian children points out that children are often sent to live outside the family, village or country for work, family solidarity, or education and concludes that migration is a rite of passage, and a financial necessity for many.
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\item See Verified Complaint, supra note 8, ¶ 21. Although this is often a delicate factor in the issue of child labor, it is not an issue in West Africa. See id. Most children working on cocoa farms in West Africa do not receive compensation for their labor, but rather are forced into work or assist with their families’ farms. Id.
\item See Klein, supra note 21.
\item See Verified Complaint, supra note 8, ¶ 3.
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in a trust for the school when he passed away. Today, the Milton Hershey School provides almost 2,000 underprivileged children in Hershey, Pennsylvania with “free housing, education, and medical care.” Hershey Trust Company, which currently administers the school, is Hershey Company’s largest shareholder. Therefore, as the recent complaint by the Louisiana Municipal Police Employees’ Retirement System points out, the school for underprivileged children in the United States may be partially funded by the labor of underprivileged children in West Africa.

Hershey’s 2011 CSR report stated “the well-being of children, especially those at risk [is] at the heart of [the company’s] community efforts.” In addition to the Milton Hershey School in Pennsylvania, Hershey is involved with other international efforts to improve the lives of children, including funding a program to prevent young children from contracting malaria in the Ivory Coast, providing donations for North American children’s hospitals, and funding a Filipino orphanage that caters to children with special needs. In fact, Forbes ranked Hershey at the top of the list for brands with “ethical leadership” in 2011.

Hershey’s commitment to children through charity work, however, is juxtaposed with labor practices in its own supply chain in Africa. West African countries, such as Ghana and the Ivory Coast, provide 70 percent of the world’s cocoa supply. Indeed, Hershey’s 2011 CSR report identifies Ghana and the Ivory Coast as countries from which the company sources key ingredients, although the identity of its almost 10,000 cocoa suppliers remains undisclosed. In 2011, nearly two million children, including “an estimated 819,921 in the Ivory Coast and 997,357 in Ghana,” worked illegally on cocoa farms. Only 5 to 10 percent of these children work for pay, while the rest are forced to work or assist with their families’ farms. These children are exposed to pesti-

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38 Id. ¶¶ 3, 11.
39 Id. ¶ 11.
40 Id. ¶ 12.
41 Id.
43 Id. at 54.
45 See Verified Complaint, supra note 8, ¶¶ 4–5.
46 Id. ¶ 15.
47 HERSHEY CO., supra note 42, at 8; see Verified Complaint, supra note 8, ¶ 25.
48 Verified Complaint, supra note 8, ¶ 21.
49 Id.
cides, wield dangerous equipment such as machetes, and move heavy loads, while at the same time enduring abuse and malnutrition. In Ghana, almost 32 percent of rural children have endured injuries or illness while working.

Starting in 2001, the media began to uncover the overwhelming use of illicit labor practices in West African cocoa farms. This development provoked the U.S. Congress to propose an amendment to the Food and Drug Administration (FDA) and Related Agencies Appropriation Act, which would require labels on cocoa products that signified whether the supply chain was “slave-free.” The House passed Amendment 142, which provided the FDA with $250,000 in order to develop a label for chocolate products guaranteeing that child labor was not used in the growing and harvesting of cocoa.

The cocoa industry lobbied heavily against the proposed amendment. Consequently, after the House passed the bill, the Senate companion bill never even made it to the Senate floor. Instead, chocolate companies, the International Labor Organization (ILO), and members of Congress proposed eliminating these human rights violations without the interference of legislation. On September 19, 2001, chocolate companies, including Hershey, signed the Harkin-Engel Protocol (Protocol). The Protocol was “voluntary and non-legislative.”

Signatories to the Protocol agreed to develop their own certification process that would ensure that the “worst forms of child labor,” as defined

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51 Id. at 56.
52 Verified Complaint, supra note 8, ¶ 5.
53 Id. ¶ 15; TIAJI SALAAM-BLYTHER ET AL., supra note 33, at 1.
54 TIAJI SALAAM-BLYTHER ET AL., supra note 33, at 13.
55 Verified Complaint, supra note 8, ¶ 16.
56 TIAJI SALAAM-BLYTHER ET AL., supra note 33, at 1.
57 Kornikova, supra note 35, at 217–18. The International Labor Organization (ILO) is an international body “that develops labor standards through adoption of conventions and recommendations and engages governments, employers, and workers in the standard-setting process in a model known as the tripartite structure.” Id.
58 Id.
59 Verified Complaint, supra note 8, ¶ 16.
60 TIAJI SALAAM-BLYTHER ET AL., supra note 33, at 6.
by the ILO, were not used in cocoa production. The self-imposed deadline for this public certification process was July 1, 2005.

Despite Hershey’s secrecy about its suppliers’ practices, a precursory glance at the company’s Supplier Code of Conduct appears to demonstrate Hershey’s commitment to the Protocol. The Code of Conduct illustrates the company’s expectations that suppliers will “support and participate in industry efforts aimed at the elimination of the ‘worst forms of child labor’ wherever they exist in the supply chain.” The Code also mandates that “suppliers must not utilize or benefit in any way from forced or compulsory labor.”

The Complaint argues, however, that the Code is not as aggressive as it originally appears. In order to do business with Hershey, potential suppliers only need to acknowledge the Code and state its “intention to comply with its requirements.” The Code does not even clarify whether it applies to raw materials like cocoa from West Africa. Furthermore, Hershey has not released any information illustrating how the company administers the Code—casting doubt on whether the company enforces the Code and whether suppliers actually follow its provisions.

Over a decade after Hershey signed the Protocol and Congress did not impose any hard law measures, little work has been accomplished to fulfill the Protocol’s objectives to reduce the “worst forms of child labor” in West Africa. In 2006, a year after Hershey should have already fulfilled the obligations of the Protocol, shareholders submitted a proposal to Hershey’s Board of Directors expressing concern about the use of child labor in West Africa and re-

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61 ILO Convention (No. 182) Concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labor, June 17, 1999, S. Treaty Doc. No. 106-5 (1999), art. 3, available at www.ilo.org/public/English/standards/relm/ilc87/com-chic.htm [hereinafter ILO Convention]. “The worst forms of child labor” is defined in ILO Convention 182. Id. It encompasses “all forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and servitude and forced or compulsory labour” and “work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety, or morals of children.” Id. arts. 3(a), 3(d).

62 Id. at 3.


64 HERSHEY CO., supra note 64, at 1.

65 Id.

66 Id.

67 Verified Complaint, supra note 8, ¶ 64.

68 HERSHEY CO., supra note 64, at 3.

69 STILL TIME TO RAISE THE BAR, supra note 20, at 12.

70 Verified Complaint, supra note 8, ¶ 65; STILL TIME TO RAISE THE BAR, supra note 20, at 12.

71 Verified Complaint, supra note 8, ¶ 18; TIAJI SALAAM-BLYTHER ET AL., supra note 33, at 1.
questing that management report on Hershey’s cocoa suppliers. The board refused.

In October 2012, Hershey released a statement that all of its cocoa would come from suppliers that meet international labor standards by 2020. This fifteen-year extension from the deadline to which Hershey committed in the Protocol compelled Whole Foods to pull Scharffen Berger, a Hershey luxury brand, from its shelves until the company provided information on its CSR. Thus, Hershey’s perceived failure to hold its own supply chain accountable has already begun to damage the beloved brand’s reputation. Hershey’s delay in implementing the Protocol, as well as the secrecy surrounding its suppliers, has provided both the company’s shareholders and stakeholders little confidence that 2020 will be different from 2005.

II. DISCUSSION

A. How Multinational Firms and the U.S. Government Currently Integrate the United Nation’s Guiding Principles

Regardless of how the current litigation against Hershey develops, critics have argued that more needs to be done to stem the use of child labor in the cocoa industry. Hershey itself conceded that the company would need until 2020 to become child labor free. Since the chocolate companies signed the Protocol, they have made nearly $1 trillion. These companies, however, have

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72 Verified Complaint, supra note 8, ¶ 26, Protocol, supra note 11, at 3.
73 Verified Complaint, supra note 8, ¶ 26.
75 See Protocol, supra note 11, at 3; Hershey Accused, supra note 74.
76 See Verified Complaint, supra note 8, ¶¶ 2, 37; Hershey Accused, supra note 74.
77 See Verified Complaint, supra note 8, ¶¶ 5, 37; Hershey Accused, supra note 74.
78 See Baradaran & Barclay, supra note 50, at 19 (“2005 and 2006 ILO reports harshly criticize the chocolate industry for their dismal progress in reducing the use of child labor in its supply chain and its failure to implement the protocol’s action steps.”); Harry Stevens, Child Labor Concerns Across Hershey’s Supply Chain Prove It Pays to Be Proactive, GREENBIZ.ORG (Oct. 19, 2012), http://www.greenbiz.com/blog/2012/10/18/child-labor-concerns-hershey-supply-chain (last visited Mar. 14, 2014) (“More than 1.8 million children in Ghana and Cote d’Ivoire are employed in cocoa-related agriculture, and most of them without pay . . . . Nearly every major cocoa buyer has been cited for labor abuses in the last decade.”).
79 Stevens, supra note 78.
used only 0.0075 percent of those profits to improve children’s working conditions in West Africa.  

Multinational companies are often considered the primary beneficiaries of cheap labor practices. Critics often express concern that corporations will take advantage of lenient labor regulations in other countries in order to reduce costs. Addressing the relationship between corporations and their human rights practices, the U.N. Special Representative on Human Rights, Transnational Corporations, and Other Business Enterprises issued a report on March 21, 2011 to the U.N. Human Rights Council entitled “Guiding Principles on Business and Human Rights” (Guiding Principles). The Guiding Principles rest on three pillars: for the state to protect against human rights abuses, for businesses to respect human rights, and for victims of human rights abuses to have greater access to effective remedies for their abuses.

Some corporations have voluntarily implemented programs that fall in line with the Guiding Principles. Levi Straus & Company set up an innovative sponsorship program that sent factory children to school while continuing to pay wages and benefits to their families until the children reached a legal age to work. Companies have also complied with the spirit of the Guiding Principles by certifying their products through fair trade organizations. Currently, the Fairtrade Labeling Organization International is the “only fair trade certification body working in the West African cocoa industry.” In order to receive free trade certification, cocoa farmers must refrain from any type of forced or child labor, protect workers from discrimination, and safeguard their ability to freely associate and collectively bargain. Farmers who reach these standards are guaranteed a fair trade price floor for their produce and a social

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81 Id.
83 Todres, supra note 82, at 80; Mustapha, supra note 82, at 1169.
85 Guiding Principles, supra note 84, ¶ 6.
86 See Schoenberger, supra note 13, at 139–40 (detailing how Levi Strauss & Company voluntarily implemented an education program for children who were working in their factories); Still Time to Raise the Bar, supra note 20, at 38 (providing information on fair trade certification).
87 Schoenberger, supra note 13, at 139–40.
88 See Baradaran & Barclay, supra note 50, at 38.
89 Still Time to Raise the Bar, supra note 20, at 38.
90 Id.
premium to fund community development products.\textsuperscript{91} In order to receive the fair trade label, 100 percent of the produce must be certified.\textsuperscript{92}

To offset some of the certification costs, the European Union provides “subsidies and tax benefits to companies that participate in fair trade.”\textsuperscript{93} The European Union is also committed to developing consumer awareness about fair trade by supporting studies on the impact of fair trade and encouraging funding for sustainability schemes that utilize fair trade.\textsuperscript{94} In 2007 and 2008, for example, the European Union spent €19 million on education about fair trade.\textsuperscript{95}

The Guiding Principles also recommend that states clearly express the expectation that any business domiciled in their jurisdiction will respect human rights along their supply chain—including operations in foreign countries.\textsuperscript{96} The United States, where Hershey is incorporated, receives about 20 percent of total cocoa exports directly from the Ivory Coast.\textsuperscript{97} Other countries that import cocoa from the Ivory Coast and Ghana, such as Canada and European countries, also supply U.S. companies with products processed from cocoa beans.\textsuperscript{98}

The United States has attempted to use multiple strategies to combat international labor problems by applying pressure to companies that do business in the United States.\textsuperscript{99} For example, the Sanders Amendment of 1997 to the Tariff Act of 1930 prohibited the importation of goods created by forced labor.\textsuperscript{100} The Tariff Act was amended again in 2000 to specifically include goods created by forced or indentured child labor.\textsuperscript{101} Senator Tom Harkin of Iowa also introduced the Child Labor Deterrence Act in 1992.\textsuperscript{102} This act would have banned any goods produced using child labor and would have imposed harsh penalties on any violating companies.\textsuperscript{103} Senator Harkin introduced the

\textsuperscript{91}Id. The international standard minimum set by FLO is $1,750 per metric ton or $1,950 per metric ton if the cocoa is also organic. \textit{Id.} If the world price, determined by the New York Board of Trade price, rises above $1,600 per metric ton, the fair trade price will match the world price. \textit{Id.}

\textsuperscript{92}Id.

\textsuperscript{93}See Baradaran & Barclay, \textit{supra} note 50, at 6.

\textsuperscript{94}See \textit{id.} at 59.

\textsuperscript{95}Id.

\textsuperscript{96}Guiding Principles, \textit{supra} note 84, at 7.

\textsuperscript{97}TIAJI SALAAM-BLYTHER ET AL., \textit{supra} note 33, at 4; Verified Complaint, \textit{supra} note 8, ¶ 1.

\textsuperscript{98}TIAJI SALAAM-BLYTHER ET AL., \textit{supra} note 33, at 4.

\textsuperscript{99}See Drusilla K. Brown, \textit{Global Trade and Child Labor, in WORLD OF CHILD LABOR: A HISTORICAL AND REGIONAL SURVEY 67–70} (Hugh D. Hindman ed., 2009) (outlining various legislative efforts the United States has utilized to curb the use of child labor in other countries).

\textsuperscript{100}Baradaran & Barclay, \textit{supra} note 50, at 33.


\textsuperscript{102}Mustapha, \textit{supra} note 82, at 1172 n.38.

\textsuperscript{103}Baradaran & Barclay, \textit{supra} note 50, at 33–34.
bill again in 1993, 1995, 1997, and 1999, but it failed to pass on all occasions.\textsuperscript{104}

In the past few years, however, legislators have shown an increased willingness to compel corporations to perform the proper due diligence needed to understand the extent of human rights violations in their supply chains.\textsuperscript{105} Through such disclosures, policy makers hope that public pressure will compel multinational corporations to eradicate labor problems.\textsuperscript{106} To date, enacted legislation surrounding corporate due diligence and human rights has not targeted child labor.\textsuperscript{107} Even so, since legislators have demonstrated an increasing willingness to use disclosure as an incentive to clean up supply chains, due diligence may be used in the future as a way to confront child labor as well.\textsuperscript{108}

The first time legislators utilized due diligence to shed light on public companies’ supply chains occurred when President Obama signed the Dodd-Frank Wall Street Reform and Consumer Protection Act into law on July 21, 2010.\textsuperscript{109} Although most of the legislation intended to reform financial services regulations, a few provisions utilized public company reporting systems in an unprecedented way for public policy purposes.\textsuperscript{108} For example, Section 1502 of the Dodd-Frank Act requires publicly traded companies to annually disclose whether they use any conflict minerals\textsuperscript{111} from the Democratic Republic of the

\textsuperscript{104} Mustapha, \textit{supra} note 82, at 1172 n.38; \textit{CAROL BELLAMY, UNICEF, THE STATE OF THE WORLD’S CHILDREN} 60 (1997), \textit{available at} http://www.unicef.org/sowc97/ (click on PDF version and then Download Part 2 (593KB)).


\textsuperscript{108} See \textit{Altschuller, supra} note 105.


\textsuperscript{110} Lynn, \textit{supra} note 109, at 327.

\textsuperscript{111} \textit{Sarah A. Altschuller et al., Corporate Social Responsibility, 45 INT’L LAW. 181, 183 (2011).} “Conflict minerals,” including tantalum, cassiterite, wolmarite, and gold, are used in various products,
Congo (DRC) in their production.\footnote{112}{Lynn, supra note 109, at 328.} Armed groups used the sale of conflict minerals to purchase weapons and perpetuate hostilities, including extreme levels of sexual violence.\footnote{113}{Dodd-Frank Wall Street Reform and Consumer Protection Act § 1502(a)–(b); Altschuller et al., supra note 111, at 183.} If a company used conflict minerals from the DRC, Section 1502 requires a report describing any due diligence efforts implemented to investigate the minerals’ chain of custody, which in turn could increase consumer awareness about the use of conflict minerals and thus perhaps discourage firms from continuing to purchase minerals from sources that benefit these armed groups.\footnote{114}{Altschuller et al., supra note 111, at 183–84; Lynn, supra note 109, at 331.}

The Dodd-Frank Act does not prohibit companies from using conflict minerals.\footnote{115}{Lynn, supra note 109, at 336; Lehr, supra note 106.} Rather, it relies on the public nature of the reports to compel companies to clean up their supply chains and thus protect their reputation.\footnote{116}{Lynn, supra note 109, at 336; Lehr, supra note 106.} In fact, the Dodd-Frank Act mandates that the Securities and Exchange Commission (SEC) make the disclosures available online, thus allowing consumers to easily view the company’s business practices and supply chain.\footnote{117}{See Lynn, supra note 109, at 329, 331.}

The same year that President Obama signed the Dodd-Frank Act, California Governor Arnold Schwarzenegger signed the California Transparency Supply Chain Act (CTSPA).\footnote{118}{Altschuller et al., supra note 111, at 185; Cooper, supra note 109.} The CTSPA requires specified companies that do business in California to disclose their procedures to audit their suppliers and any efforts they have taken to eradicate slavery and human trafficking.\footnote{119}{CAL. CIV. CODE § 1714.43(a)(1) (Deering 2010).} The CTSPA went into effect January 1, 2012.\footnote{120}{Altschuller et al., supra note 111, at 185.} Like the Dodd-Frank Act, the CTSPA requires public disclosure.\footnote{121}{Compare Dodd-Frank Act § 1502(b) (requiring companies to make disclosures to the SEC, which in turn posts these disclosures online), with CAL. CIV. § 1714.43(b) (requiring companies to put required information in a prominent place on their websites).} Disclosures must be posted on the retail seller’s or manufacturer’s website with a prominent link to the requested information.\footnote{122}{CAL. CIV. § 1714.43(b).}

Manufacturers first must disclose how they evaluate supply chains to find and eradicate human trafficking or forced labor.\footnote{123}{Id. § 1714.43(c)(1).} If a third party did not make the verification, this also must be disclosed.\footnote{124}{Id.} Second, manufacturers must
disclose to what extent they conduct audits of suppliers in order to evaluate whether suppliers comply with the company’s labor standards. 125 Third, manufacturers have to disclose whether they require suppliers to ensure that any materials used in the finalized products do not infringe on the exporting country’s laws surrounding forced labor or human trafficking. 126 Fourth, they must disclose whether employees or contractors who fail to meet company standards on slavery and trafficking are held accountable within the company. 127 Finally, manufacturers must disclose how much training the company provides to employees and managers who administer the firm’s supply chain on issues related to human trafficking and slavery. 128

Like the Dodd-Frank Act, the CTSPA does not actually require that affected companies follow these five steps. 129 Rather, the CTSPA relies on the risk that not implementing any changes at all could ultimately cost the company more than following these five steps due to the damage to a brand’s public image. 130 Through this public pressure, companies may be compelled to look at their own supply chains, follow the CTSPA’s five steps, and combat slavery and human trafficking. 131 Thus, the CTSPA intends to apply public pressure on manufacturers by educating consumers and investors on companies’ practices. 132 Anti-trafficking organizations can use the information displayed to encourage greater private sector involvement in combatting trafficking and slavery. 133 The California Attorney General can only grant injunctive relief under the CTSPA. 134 Observers are still unsure about how strictly the California Attorney General will choose to enforce the CTSPA or what type of injunctive relief will be sought. 135

In 2011, the year after legislators enacted the Dodd-Frank Act and the CTSPA, Representative Carolyn Maloney introduced a bill, H.R. 2759, entitled the Business Transparency on Trafficking and Slavery Act. 136 The proposed federal legislation would apply to companies with annual worldwide gross profits above $100 million, and unlike the CTSPA, which only applies to re-

125 Id. § 1714.43(c)(2).
126 Id. § 1714.43(c)(3).
127 Id. § 1714.43(c)(4).
128 CAL. CIV. CODE § 1714.43(c)(5) (Deering 2010).
129 Lehr, supra note 106; HOXIE ET AL., supra note 106, at 1.
130 HOXIE ET AL., supra note 106, at 1; Todres, supra note 82, at 96.
131 HOXIE ET AL., supra note 106, at 1.
133 Todres, supra note 82, at 81.
134 Id. at 96.
135 Id.
136 Id. at 81; Cooper, supra note 109.
tailors and manufacturers, would apply to any publicly traded or private company currently required to submit annual reports to the SEC. The bill would amend Section 13 of the Securities Exchange Act of 1934, and require publicly listed companies to disclose efforts to eradicate not just human trafficking and slavery like the CTSPA, but also forced labor and the worst forms of child labor, as defined by the ILO.

### B. International Law on Children’s Rights

Although the Business Transparency on Trafficking and Slavery Act faces an uphill battle to get passed, the introduction of a bill utilizing due diligence demonstrates public policy leaders’ increased concern about human rights in supply chains. If this bill, or another bill concerning child labor in American companies’ supply chains, is passed, a review of two international conventions on children, the United Nation’s (U.N.) Convention on the Rights of the Child (UNCRC) and the ILO’s Worst Forms of Child Labor Convention (ILO Convention), will shed insight on how international law has shaped the conversation surrounding children and child labor thus far.

The UNCRC, although not ratified by the United States, provides a useful framework for balancing the varying policy considerations behind combating child labor. The UNCRC requires that states recognize the child’s right to be free from exploitation, to survive, and to enjoy an adequate standard of

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137 Altschuller, supra note 105. Compare CAL. CIV. § 1714.43(a)(1) (requiring every retailer and manufacturer doing business in the state with a certain annual worldwide profit to comply), with Business Transparency on Trafficking and Slavery Act, H.R. 2759, 112th Cong. § 2 (2011) (requiring any company required to file reports with the SEC to comply).
138 H.R. 2759, 112th Cong. § 2 (2011); Todres, supra note 82, at 81. Compare H.R. 2759, 112th Cong. § 2 (2011) (“requires companies to disclose efforts to eradicate conditions of forced labor, slavery, human trafficking, and the worst forms of child labor within such person’s supply chains”), with CAL. CIV. § 1714.43(a)(1) (“requires companies to disclose efforts to eradicate slavery and human trafficking from its direct supply chain”).
139 See Altschuller, supra note 105.
140 See Kornikova, supra note 35, at 221–26 (providing information on both conventions within the larger framework of solving child labor).
141 See id. at 223, n.124.
142 Convention on the Rights of the Child art. 32(1), Nov. 20, 1989, 1577 U.N.T.S. 3 [hereinafter COTRC]. Under the COTRC, states must protect children from exploitation, including “economic exploitation” and working in an environment that could be “hazardous . . . harmful to the child’s health or physical, mental, spiritual, moral, or social environment,” or interfere[s] with the child’s education.” Id.
143 Id. art. 6(1–2). Article 6 of the COTRC mandates that “every child has the inherent right to life” and states “shall ensure to the maximum extent possible the survival and development of the child.” Id.
living. These rights under the UNCRC, however, often conflict. Economic endeavors that enable a child to survive could also expose the child to dangerous work conditions. Anticipating this issue, the U.N. also instituted the “best interests” principle, which mandates that the child’s best interests are “a primary consideration” when implementing any policy that involves children. The “best interests” principle allows states to consider any unique social and cultural obstacles while implementing the UNCRC’s universally recognized principles.

The United States gave greater support to, and ratified, the ILO Convention. The ILO Convention strove to take “immediate and comprehensive action” in order to eliminate the “worst forms of child labor” for all children under the age of eighteen. Article 3 defines “the worst forms of child labor” as “all forms of slavery or practices similar to slavery,” including selling and traffICKING children, debt bondage, and forced labor. It also encompasses “work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children.” Additionally, the ILO Convention reaffirmed both the importance of education and the need to provide for children’s healthy integration into society while still addressing the poverty of their families.

Children working in the chocolate industry in West Africa begin at very young ages and wield machetes and apply pesticides without protective equipment. A study implemented in 2002 found that 64 percent of children on cocoa farms were under the age of fourteen, many of the children were reg-

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144 Id. art. 27(1). Article 27 of the COTRC ensures that states “recognize the right of every child to a standard of living adequate for the child’s physical, mental, spiritual, moral and social development.” Id.
145 See Kornikova, supra note 35, at 223–24 (explaining how Bangladeshi manufacturers, attempting to comply with American standards of labor between 1992 and 1995, fired thousands of children from the factories, resulting in even worse working conditions for the children who turned to crime and prostitution to survive). States pursuing children’s right to be free from exploitation, and thus eliminating child labor, often conflicts with children’s right to survive and enjoy an adequate standard of living. Id.
146 Id. at 224.
147 COTRC, supra note 142, art. 3(1); Kornikova, supra note 35, at 224.
148 Kornikova, supra note 35, at 225.
149 Id. at 220. The United States ratified the ILO Convention but did not ratify the COTRC. See id. at 220, n.124
150 ILO Convention, supra note 61, art. 2.
151 Id. art. 3(a).
152 Id. art. 3(d).
153 Id. art. 7(c).
ularly beaten, and only 34 percent of children working on cocoa farms attended school. Additionally, between 30 percent and 50 percent of border guards and police officers in Burkina Faso and Mali reported child trafficking incidents in 2009, with the Ivory Coast and Ghana mentioned as intended destinations. Therefore, the work conditions in the cocoa industry fulfill both definitions of the worst forms of child labor and require “immediate and comprehensive action.”

III. ANALYSIS

If the voluntary Protocol was not enough to compel Hershey to eliminate the worst forms of child labor in a timely manner, what else should be done? So far, international law does not have the teeth to seriously combat child labor, despite widespread support for the ILO Convention. The ILO lacks power because the organization relies on moral persuasion rather than hard sanctions to encourage compliance. Furthermore, even if the ILO Convention did contain penalties, the ILO still may choose not to enforce them in order to retain support in the international community. The ILO Convention most likely will not be the main force of reform for this complex social problem.

Governments of importing countries also encounter difficulties when addressing work environments in exporting countries. Governments in developed countries, like the United States, face sovereignty barriers when attempting to regulate the behavior of firms that only do business in other countries. Additionally, importing countries often have difficulty fostering the political force necessary to compel firms operating within their jurisdictions to change their suppliers’ behavior in exporting countries. Citizens of importing countries also confront challenges when using traditional avenues to address

155 Id.
156 Verified Complaint, supra note 8, § 23.
157 See ILO Convention, supra note 61, arts. 3(a), 3(d); supra notes 155–157 and accompanying text.
158 See Baradaran & Barclay, supra note 50, at 19; Stevens, supra note 78.
160 Chilcoat, supra note 35, at 220.
161 See id.
163 Id. at 920.
164 Id.
Concerned consumers must first compel their own government to act, which in turn must then influence the government of the exporting country, which then must find the correct strategy to change the behavior of companies operating in the exporting country. Additionally, exporting governments may be hesitant to change or enforce existing labor laws, due to the risk that foreign firms may entirely remove capital from that country and invest in a jurisdiction with more relaxed labor laws and cheaper labor.

Multinational corporations, on the other hand, are often in advantageous positions to control their own supply chains. Manufacturers already have monitoring systems in place for their supply chains in order to ensure economic efficiency. These systems are better equipped to prevent human abuses from occurring because firms can take precautionary measures while governments and consumers cannot take action until after abuses have occurred. Additionally, the private sector has access to monetary resources that often dwarf the resources available to governments and nongovernmental organizations (NGOs). Scholars observe that manufacturing regulation in exporting countries has largely shifted from public governance to private contracting through large, multinational firms. Multinational firms impose certain standards due to pressure from consumers, investors, and other stakeholders, the motivation to evade any potential litigation, and the desire to preempt any future government regulation.

The importance of this private regulation is also reflected in NGOs’ behavior. Rather than concentrating efforts on national and international governmental bodies, NGOs often apply pressure to private companies in order to encourage this type of private regulation. For example, the “Raise the Bar,
Hershey!’ campaign is a joint effort by multiple organizations, including Green America, International Labor Rights Forum, and the Global Exchange, to educate consumers on Hershey’s stalled efforts to reduce child labor in its supply chain.¹⁷⁷ The Raise the Bar campaign highlights how NGOs pressure companies to become more socially responsible.¹⁷⁸ Hershey agreed to work with the Rainforest Alliance¹⁷⁹ to certify its line of Bliss chocolates and invest $10 million in West Africa to reduce child labor by the end of 2012 after the International Labor Rights Forum scheduled a Super Bowl ad casting light on Hershey’s use of child labor.¹⁸⁰

Therefore, corporations have an incentive to clean up their supply chains in order to avoid bad publicity and to promote positive brand recognition.¹⁸¹ Importing countries, such as the United States, should concentrate resources on facilitating this process for multinational companies because these firms are usually in the best position to promote change along their supply chains.¹⁸²

A. Multinational Corporations Should Certify Their Products and Implement Sponsorship Programs in Order to Sustain an Ethical Company Image and Reform Supply Chains

It is often in multinational corporations’ best interest to proactively combat child labor in order to prevent damaging publicity.¹⁸³ Media exposure of sweatshop conditions in New Delhi and Indonesia, for example, soiled The

¹⁷⁹ STILL TIME TO RAISE THE BAR, supra note 20, at 36. Rainforest Alliance (RA) is an American non-profit organization that certifies cocoa farms in Brazil, Colombia, Costa Rica, Cote d’Ivoire, the Dominican Republic, Ecuador, Ghana, and Peru. Id. RA standards prohibit the use of forced labor, child labor, and discrimination, but living wages are not a guaranteed part of certification and buyers do not have to pay a specific minimum floor price for RA-certified cocoa beans. Id. Furthermore, only 30 percent of the cocoa beans need to be certified in order to earn a RA label, which means that some products with the RA label could still be made by forced or child labor. Id.
¹⁸¹ See Todres, supra note 82, at 96; HOXIE ET AL., supra note 106; Lehr, supra note 106; see also Dan McDougall, Child Sweatshop Shame Threatens Gap’s Ethical Image, GUARDIAN (Oct. 27, 2007) http://www.guardian.co.uk/business/2007/oct/28/ethicalbusiness.india (last visited Mar. 14, 2014). In October 2007, the U.K. newspaper the Observer reported that the Gap Inc. received merchandise from a factory in India where children younger than ten worked sixteen hours a day without pay. Id. The title of the article demonstrates the damage these types of disclosures can have on companies’ reputation: “Child Sweatshop Shame Threatens Gap’s Ethical Image.” Id.
¹⁸² See Vanderbergh, supra note 163, at 917–18; supra text accompanying notes 163–174.
¹⁸³ Kornikova, supra note 35, at 208; Bellamy, supra note 104, at 71.
Gap, Inc. and Nike, Inc.’s socially responsible images. It is also important, however, for corporations to avoid acting rashly and to keep the complex issues that induce child labor in mind when deciding how to solve problems along the supply chain. Child labor stems from both workers’ decisions, conditioned by poverty, and employers’ hiring decisions, conditioned by the demands of a globalized economy. To pull operations from a country or to immediately fire all underage employees could be devastating for children because they may need to resort to even more dangerous occupations. As the UNCRC noted, those seeking to eliminate child labor must balance a child’s right to be free from exploitation and his or her right to survival.

Another issue facing Hershey and other chocolate manufacturers is the difficulty tracing the supply chain for chocolate products. A large ensemble contributes to finalized chocolate bars, including farmers, manufacturers, exporters, and traders. Furthermore, manufacturers combine cocoa beans from various parts of West Africa together before exporting them—further complicating companies’ ability to distinguish cocoa beans harvested by children’s hands from cocoa beans harvested by adults working in humane working conditions. After the shareholders filed the complaint against Hershey, the company highlighted this problem, arguing that the “overwhelmingly vast majority of the cocoa materials purchased by Hershey . . . are processed cocoa products . . . purchased from large multi-national companies.” In order to guarantee that cocoa products are child labor free, chocolate manufacturers need a system that guarantees that no children were used in each intermediary step of the process.

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185 Baradaran & Barclay, supra note 50, at 32–33.
186 Id.
187 See Bellamy, supra note 104, at 60 (illustrating how children forced out of Bangladeshi factories resorted to stone-crushing, street hustling, and prostitution to make up for the lost income).
188 See Kornikova, supra note 35, at 224.
189 See Mustapha, supra note 82, at 1166.
190 See id.
191 See id.
193 See Mustapha, supra note 82, at 1166 (explaining the complexities inherent in cocoa production).
1. Fair Trade Certification

Fair trade certification addresses both the poverty that creates conditions for child labor and the complicated supply chain for chocolate products. Fair trade allows farmers in developing countries to “receive special trading conditions and increased profits in exchange for meeting various human rights and labor standards.” Fair trade organizations carry out random supply chain inspections and provide fair trade-certified labels, which assure consumers that the creation of the labeled product satisfied rigorous economic, social, and environmental standards.

Fair trade certification addresses poverty, the root cause of child labor, by factoring the costs that accompany production into farmers’ salaries, rather than just global market prices. Cocoa farmers often “sell their harvests to middlemen who rig scales or misrepresent prices,” a practice that drives down farmers’ profits and increases the appeal of child labor. Fair trade, on the other hand, provides stable payment terms that guarantee not only a living wage, but also the capital needed to fuel lasting economic development. Fair trade certification thus alters the economic incentives for labor practices. Rather than attempting to use children as a source of cheap labor, farmers have an incentive to provide work for adults because they are guaranteed a certain price and given access to previously out of reach markets for doing so.

Fair trade can also be an effective way to reduce child labor because it involves a constant monitoring system to ensure compliance. Currently, Hershey’s supplier audits are scheduled beforehand, which increases the risk that any labor violations will be masked before the inspection. With fair trade,
producers self-assess their progress against fair trade standards, are evaluated by fellow free trade partners, and host random third party inspections to ensure that fair trade criteria are being followed.\textsuperscript{205}

This monitoring is coupled with real sanctions for violating free trade standards, such as loss of access to fair trade markets and price premiums.\textsuperscript{206} This regulatory system creates compelling profit-motivated incentives for producers to reduce, rather than increase, child labor.\textsuperscript{207} Furthermore, constant monitoring and enforcement of labor standards could also reduce child labor because gender equality in employment can ensure that women receive the same wages as men, and thus reduce the need for children to work as well.\textsuperscript{208}

Independent monitoring systems also ensure that the complex supply chain for chocolate products remains child labor free.\textsuperscript{209} Careful auditing provides accountability along the cocoa supply chain despite the many intermediate buyers involved.\textsuperscript{210} Unlike uncertified products, fair trade cocoa can always be charted back to the source, and labor violations are met with real repercussions.\textsuperscript{211}

2. Sponsorship Programs

Converting to fair trade certification, however, does not solve the problem of children already working on farms that supply Hershey with cocoa beans.\textsuperscript{212} Child labor violations are difficult to resolve because the alternative occupations for child workers could be even more dangerous.\textsuperscript{213} “The more that corporations look at their supply chains the more likely it is that they’ll find inappropriate practices that can’t easily be resolved,” wrote a CSR blogger for Forbes magazine.\textsuperscript{214} “What would you do if you found 12-year-olds working in your factory and you also learned that their families depended on their children’s wages to buy food?”\textsuperscript{215}


\textsuperscript{205} Baradaran & Barclay, \textit{supra} note 50, at 42.
\textsuperscript{206} \textit{Id.}
\textsuperscript{207} \textit{Id.}
\textsuperscript{208} See \textit{Bellamy, supra} note 104, at 62.
\textsuperscript{209} See Baradaran & Barclay, \textit{supra} note 50, at 57 (explaining how Kuapa Kokoo, a fair trade organization in Ghana, eliminated illicit child labor in their operations).
\textsuperscript{210} \textit{Id.} at 58.
\textsuperscript{211} \textit{Id.}
\textsuperscript{212} See SCHOENBERGER, \textit{supra} note 13, at 139–40 (detailing how Levi Strauss & Company dealt with children suppliers found working in their factories).
\textsuperscript{213} See Kornikova, \textit{supra} note 35, at 223–24.
\textsuperscript{214} Klein, \textit{supra} note 21.
\textsuperscript{215} \textit{Id.}
A multinational corporation could implement a sponsorship program for children already ingrained in a company’s supply chain. The Gap, Inc., for example, now provides children previously employed by The Gap, Inc.’s contractors, with access to education, a continued wage, and guaranteed employment back at the factory after becoming old enough to work legally. Similarly, Levi Strauss & Company discovered that contractors used child labor in two Bangladeshi factories. Levi decided not to terminate the contractual arrangement due to the detrimental effects on the children’s families and the high possibility that the children would turn to begging and prostitution once they lost their jobs. Levi managers and consultants met with the contractors to develop an innovative plan: the factories would continue to pay salary and benefits to already employed children while they attended school and then “offer them full-time jobs once they reached the legal working age.” Additionally, Levi agreed to pay for the students’ tuition and books and would rent space and hire a teacher if nearby public schools did not have any room for new students.

Sponsorship programs address the root cause of child labor—poverty—by holding financial safety nets in place for children and their families. A sponsorship program allows families to continue receiving much-needed income while keeping children in school and away from harmful employment. Children’s education also increases their marketable skills, thus insulating themselves and their families from future economic vulnerabilities. Firms are often reluctant to invest capital in markets without skilled labor, and parents are often hesitant to send their children to school if there are no opportunities

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217 McDougall, supra note 181.
218 SCHOENBERGER, supra note 13, at 139.
221 REPORT NO. 20208-BR, supra note 222, at i (explaining how Brazil’s federal sponsorship program reduces poverty by providing families with a grant and reduces child labor by making the grant conditional on the child’s school attendance).
222 Id. at iv.
that stem from education. Sponsorship programs can make these communities more lucrative by increasing school attendance, skilled labor, and incentives for other firms to invest more capital in the community. Finally, charity initiatives, like a sponsorship program, generate positive publicity for a company, while also addressing the company’s specific problems along its supply chain.

B. U.S. Legislators Should Concentrate on Ways to Encourage Companies to Address Human Rights Violations Within Their Supply Chains

In 1992, Senator Harkin introduced the Child Labor Deterrence Act. This legislation would have made it illegal to import products made by children. Unlike the ILO Convention, this act would have imposed civil and criminal penalties on companies that violated it. Congress followed a similar policy when it amended the Tariff Act to prohibit the import of goods produced by indentured child labor in 2000. Policy makers justify these bans on imports by both the detrimental impact of child labor on children in exporting countries and the potential unfairness to adult workers in developed countries who are forced to compete with cheap imports created by children. Regulators have rarely enforced this provision of the Tariff Act, however, as the current import of chocolate into the United States demonstrates. Furthermore, these bans on imports fail to address the fundamental cause of child labor—poverty.

Given the fragile circumstances surrounding child labor, Congress should not continue to pursue policies like the Child Labor Deterrence Act because it could potentially make conditions worse for children. Prohibiting goods

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225 Brown, supra note 99, at 69.
226 Id. (discussing how education, which is typically incorporated into sponsorship programs, makes communities a more desirable place for firms to invest capital).
227 See SCHOENBERGER, supra note 13, at 140 (explaining how the publicity surrounding Levi Straus & Co.’s decision to sponsor child workers’ education fueled the company’s socially responsible image).
228 Bellamy, supra note 104, at 60.
229 Baradaran, supra note 50, at 33–34.
230 Id.; Chilcoat, supra note 160, at 313 (discussing the lack of sanctions in the ILO Convention on the Worst Forms of Child Labor); Mustapha, supra note 82, at 1172.
231 19 U.S.C. § 1307 (2006); see Mustapha, supra note 82, at 1172–73.
232 Brown, supra note 99, at 69.
233 Mustapha, supra note 82, at 1173.
234 See Brown, supra note 99, at 69.
235 See id. (arguing how trade restrictions on goods artificially reduce demand on goods, leading to unemployment and declined wages); Bellamy, supra note 104, at 60 (illustrating how children in Bangladesh faced even more extreme poverty and hazardous occupations after the Deterrence Against Child Labor Act was introduced in Congress).
produced by children reduces the price by artificially decreasing the demand.236 This in turn lowers wages for children who continue to work or forces children to find less suitable, and potentially more dangerous, employment.237 For example, when Senator Harkin introduced the Child Labor Deterrence Act, Bangladeshi manufacturers fired 55,000 children in an effort to keep American business.238 40,000 of these children disappeared, while others were forced into brick carrying and prostitution.239

Therefore, when governments consider how to curb the use of child labor in imports, they also need to consider the child’s right to survive.240 Policies that reduce income for working children’s families, by artificially decreasing demand in the market, will most likely increase the time children spend working to make up for the lost income.241

1. Due Diligence

Legislators should concentrate on increasing CSR due diligence and transparency.242 The quick progression of the Dodd-Frank Act, the CTSCA, and H.R. 2759 Business Transparency on Trafficking and Slavery Act demonstrates that policymakers are becoming increasingly open to the idea of using disclosure for public policy objectives.243 Public disclosure applies pressure to multinational firms to understand what occurs in their supply chains and to implement policies that remedy discovered abuses.244 It also encourages more supply audits and training about labor issues at the “farm or factory level” of the supply chain.245

Although due diligence for a multinational firm’s supply chain is a new concept, evidence already demonstrates that the policy can induce positive

236 Brown, supra note 99, at 69.
237 Id.; see Bellamy, supra note 104, at 60.
238 Bellamy, supra note 104, at 60.
239 Kornikova, supra note 35, at 224.
240 See id. at 223; see also Brown, supra note 99, at 69 (explaining how policies banning child labor imports has an adverse affect on child laborers’ lives).
241 Brown, supra note 99, at 69.
243 See Altschuller, supra note 105.
244 See Lynn, supra note 109, at 336; Todres, supra note 82, at 96; HOXIE ET AL., supra note 106, at 1; Lehr, supra note 106.
245 VERITÉ, supra note 242, at 3–4.
change. On October 21, 2011, the U.N. Security Council Committee on the DRC sent a letter to Mary Schapiro, the SEC Chairman, on the effects of the Dodd-Frank Act in the DRC. The letter stated that requiring companies to perform due diligence on their supply chain contacts in the DRC was effective. Production of minerals shifted to largely non-conflict areas of the country in order to comply with the Dodd-Frank Act, reducing the overall profit armed groups could garner from penetrating mineral supply chains. “[P]rivate sector purchasing power and due diligence implementation is reducing conflict financing,” the letter read, “promoting good governance in the DRC mining sector, and preserving access to international markets for impoverished artisanal miners.”

Of course, conducting proper due diligence and subsequently implementing the necessary changes will require a large commitment of time, resources, and finances. Firms will need to examine all steps of workers’ employment across the whole supply chain and then both prevent human rights infractions and take corrective action when such infractions do occur. Due to the expense of conducting due diligence and acting on its findings, policymakers should strive to make human rights due diligence obligations the same for all companies. Companies such as Wal-Mart have expressed willingness to compete on a more socially conscious playing field once all firms can compete on the same basis.

Therefore, policymakers should seriously consider passing the H.R. 2759 Business Transparency on Trafficking and Slavery Act. Although some critics are reluctant to put constraints on U.S. companies while they compete on an international stage, passing H.R. 2759 could actually guarantee a more even playing field for U.S. companies. If this bill became law, a uniform federal

247 See David Biggs Letter, supra note 246, at 1.
248 See id.
249 Id. at 2.
250 Id. at 1.
251 See VERITÉ, supra note 242, at 3–4 (detailing the steps corporations need to take in order to eradicate human trafficking and forced labor from supply chains, which lead to greater expenses).
252 Id.
253 See Todres, supra note 82, at 98 (arguing that adopting H.R. 2759 would prevent firms not operating in California from enjoying an economic advantage in the marketplace through use of cheap illicit labor abroad).
255 See Todres, supra note 82, at 98.
256 Id. at 90, 98.
requirement could ensure that companies not subject to the CTSCA do not enjoy a “competitive advantage” from using cheap, illicit labor sources.\textsuperscript{257} Furthermore, a federal standard would also send a message to companies incorporated abroad that the United States, a market of 310 million consumers, takes human rights violations in the work force seriously.\textsuperscript{258}

2. Provide Incentives for Multinational Firms to Become Fair Trade Certified

Due to the costs involved with supply chain reforms, the United States should also follow the European Union’s example and provide financial incentives for multinational companies to become more socially responsible.\textsuperscript{259} The European Union’s investment in fair trade seems to have encouraged greater receptivity to fair trade activity in Europe than in the United States.\textsuperscript{260} In 2007, Europe had “254 fair trade importing organizations . . . 3,191 specialty fair trade stores . . . and 67,619 supermarkets that carried fair trade products.”\textsuperscript{261} Alternatively, the United States had barely “200 fair trade importing organizations . . . 280 fair trade stores . . . and 40,000 supermarkets that carry fair trade products.”\textsuperscript{262} In 2011, the United States’ per capita consumption of fair trade products was less than a fifth of per capita fair trade consumption in the United Kingdom.\textsuperscript{263} When the Fair Labor Organization recorded fair trade consumption by country in the northern hemisphere, the United States only fared better in terms of per capita consumption than the Czech Republic, Estonia, Spain, and Italy.\textsuperscript{264}

The European Union’s policy on fair trade also seems to have made an impression on the chocolate industry.\textsuperscript{265} Barry Callebaut, a Belgian chocolate company based in Switzerland, launched four fair trade certified cocoa recipes in January 2011.\textsuperscript{266} Nestle UK, a British subsidiary of a Swiss company,
achieved Fairtrade certification for its four-finger Kit Kat bars in the United Kingdom and Ireland in January 2010, and committed to certifying its two-finger Kit Kat bars in these countries in January 2013.267 Cadbury Company, a British company, certified Cadbury Dairy Milk Bar in the United Kingdom and Ireland in 2009 and certified Cadbury Dairy Milk Fairtrade in Canada, Australia and New Zealand a year later.268 Although Cadbury currently sells certified chocolates in seven countries, Cadbury chocolate products in the United States are not certified because Hershey bought Cadbury’s U.S. chocolate business in 1988.269 So far, Hershey has refused to meet the social standards set by Cadbury’s overseas operations.270

Of course, some U.S. companies have also taken the initiative to become fair trade certified without any incentives from the U.S. government.271 Ben & Jerry’s, an American ice cream company, announced a new flavor, “Late Night Snack,” in 2011, which included fair trade-certified cocoa.272 The company also transitioned all ingredients to fair trade in 2013.273 Additionally, Mars, Inc.’s Dove Dark chocolates are Rainforest Alliance Certified in the United States.274 Even so, the current climate in America’s chocolate sector lags behind other countries in terms of fair trade certification and social awareness.275

In order to encourage American companies to use fair trade certification, and thus reduce child labor, the U.S. government should make fair trade more...

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270 Id.

271 See STILL TIME TO RAISE THE BAR, supra note 20, at 43; Our Green Frog Seal on TV—Mars Galaxy Chocolate (UK), RAINFOREST ALLIANCE; http://www.rainforest-alliance.org/multimedia/mars-galaxy-chocolate (last visited Feb. 21, 2014) (mentioning that Dove chocolates are certified in the United States).


274 Our Green Frog Seal on TV—Mars Galaxy Chocolate (UK), supra note 271.

275 See supra text accompanying notes 265–274.
enticing through tax breaks, subsidies, and consumer education.\textsuperscript{276} Fair trade chocolate is usually more expensive than non-certified chocolate.\textsuperscript{277} Even so, Harvard College, the Massachusetts Institute of Technology, and the London School of Economics released a study in 2011 indicating that fair trade labels actually increase sales, suggesting that consumers are willing to pay more for products free from illicit labor practices.\textsuperscript{278} After being educated on the products they commonly purchased, consumers in a Belgian study showed willingness to pay up to 10 percent, and sometimes as high as 27 percent, more than the normal price in order to support products made without child labor.\textsuperscript{279} Therefore, governments can encourage companies to go fair trade by ensuring that consumers are aware of the benefits of certification through governmental promotions and education, which in turn can encourage higher sales.\textsuperscript{280}

CONCLUSION

Child labor is a deep-seated and complicated issue. The efforts of multiple parties, including exporting and importing governments, multinational corporations, NGOs, and consumers, are needed to ensure that all children are free from debilitating labor and enjoy safe and stimulating childhoods. If companies like Hershey and legislators in the United States are serious about contributing to a solution, all parties need to recognize the forces that make child labor prevalent—especially poverty. Any new policies need to encourage investment in these exporting communities, rather than removing business or jobs, since this could be even more detrimental for children. Fair trade certification, sponsorship programs, mandatory due diligence, and public disclosure could begin to ensure that when American children receive Hershey kisses on Halloween, no children from Ghana or the Ivory Coast were exploited in its production.

\textsuperscript{276} See supra text accompanying notes 265–274.
\textsuperscript{278} STILL TIME TO RAISE THE BAR, supra note 20, at 19.
\textsuperscript{279} Baradaran & Barclay, supra note 50, at 46.
\textsuperscript{280} See id. at 46, 58, 62.