

Responsible sourcing – a view from retail

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1130 shops,
of which 450 are owned
by local cooperatives



12% of total 
workforce have had a
job in Coop

36%
of the food sold in the
national retail sector

25.000
Products for sale



Turnover
45 bn DKK
Profit margin 0,8 %

1.731.000
Members (50 % of Danish
households) - and 3500 elected board members

20.000.000
contacts to customers every week



Local produce
 Security of supply
 Reduction of salt content
 Pesticide residues
Health claims
 Diabetes
 Obesity
 Reusable packaging
Global responsibility

Misleading claims
 Climate labelling
 Ethical trade
 Water-footprint
 endocrine disruptors
 Products for single households
 GM feed

Forced labour
 Health
 Sustainable palm oil and soy
 Whole grain
 Chain responsibility
 GMO
 Fighting poverty
Animal welfare
 No air transportation
The SDG's

Keyhole label
 Nutritional information
 Privacy
 Fight against unwanted chemicals
 Organic produce
 Work environment
 Profit margins through the value chain
 Produce from Africa

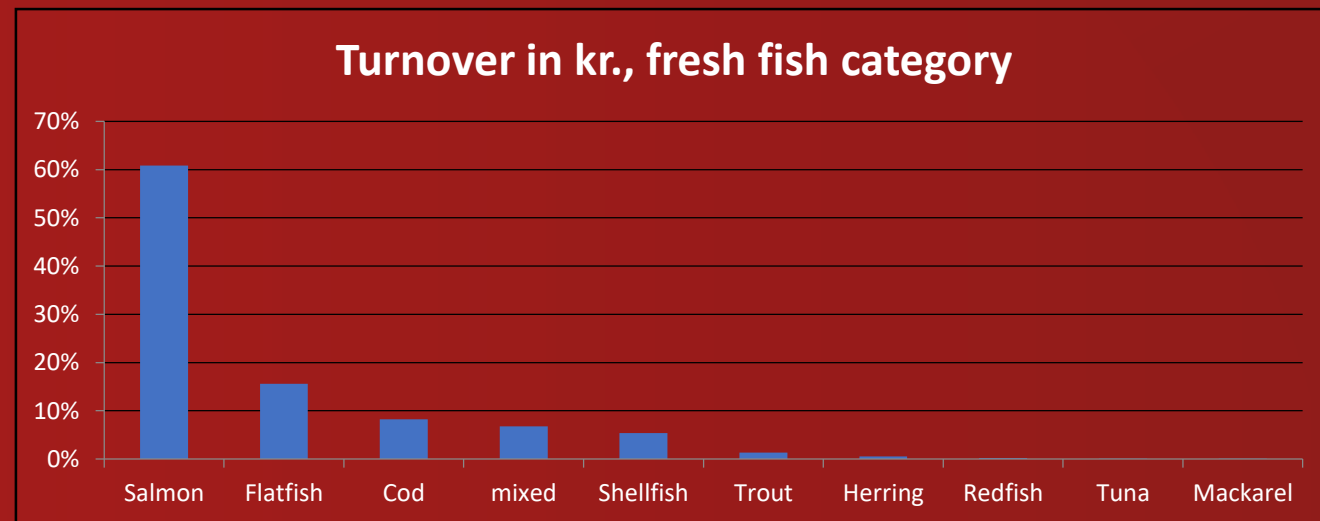
Hygiene
 Allergens
 Local responsibility
 Food waste
 Fairtrade
 Probiotic
 Caged barn eggs
 Local employees
Sustainable fisheries

Anti-corruption
Traceability
 Protection of ground water
Climate impact
 Teach children cooking skills
 Plastic carrier bags
 Child labour
 Reduction of packaging
No use of antibiotics
 Charity
 Antibiotic resistant bacteria
 Protecting the rain forest

Overfishing

Danish consumers and (sustainable) fish



- Consumers want to eat more fish – but don't know how
- Sustainable fisheries is not high on the consumer's agenda
- Low knowledge of certification schemes








- The UN Sustainable Development Goals is a good framework for assessing impact
- A common language and frame for dialogue in the value chain
- Points out opportunities as well as risks!



 = Important in global value chains
 = important in our Danish operations

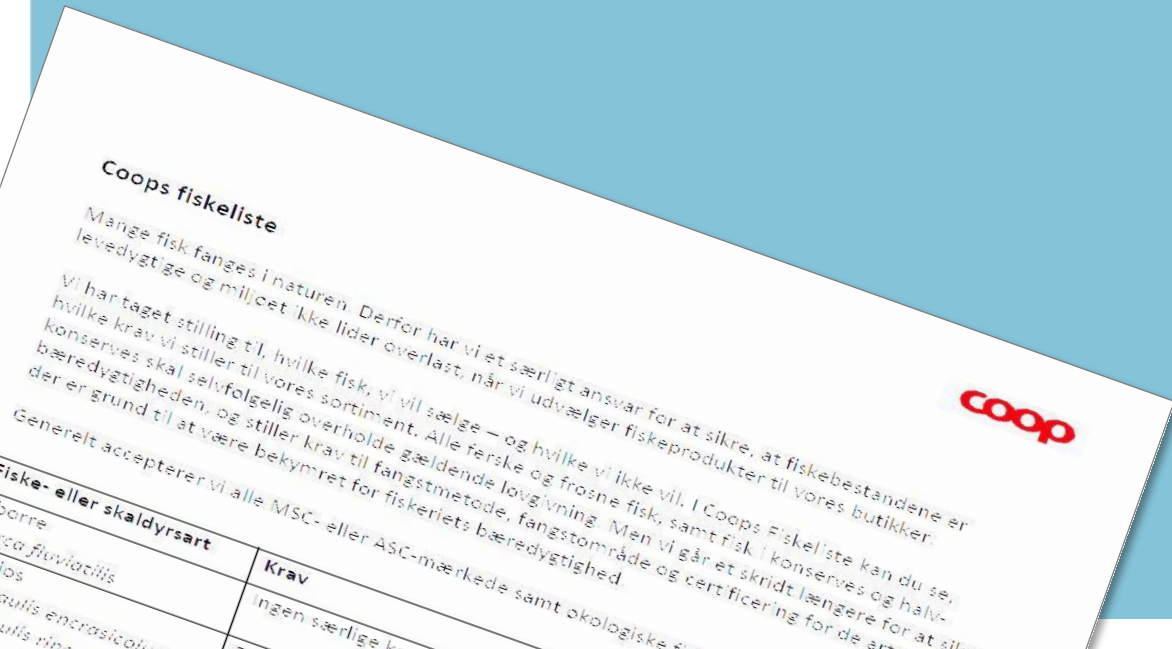
Coop annual report 2019



INDSATS	MÅLSÆTNINGER/INDIKATOR	ÅR	STATUS	FN's VERDENSMÅL
<p>Affald</p> <p>For at nedsætte vores miljø- og klimamæssige aftryk arbejder vi i Coop for at øge genanvendelsesgraden af vores affald, både i butikker og på lagre. I 2018 har vi øget antallet af sorteringsmuligheder i butikkerne.</p>	95% genanvendelse af Coops affald.	2020	77%	
<p>Bæredygtigt fiskeri</p> <p>For at nedsætte risikoen for overfiskeri og nedgang i biodiversiteten i havene arbejder vi for at få et bæredygtigt fiske- og skaldyrssortiment, der tager højde for fangstmetoder, fangstområder og skånsomt opdræt. Desuden arbejder vi hen imod et certificeret sortiment.</p>	Coops omsætning på fisk og skaldyr skal være 100% bæredygtig via MSC-, ASC- eller økologificering.	2025	46%	
<p>Palmeolie</p> <p>Produktion af palmeolie kan medføre risiko for afskovning med deraf følgende risiko for fald i biodiversitet og mindre optag af CO₂ fra luften. Coop er RSPO-medlem og sikrer løbende, at palmeolieforbruget i egne varemærker er RSPO-certificeret eller dækket via RSPO-certifikater.</p>	Palmeolieforbruget i Coops fødevarer i egne varemærker skal være dækket af 100% RSPO-certificeret palmeolie eller certifikater.	Løbende	100%	

Tools for ensuring responsible sourcing of fish

- Formulating and implementing product specific requirements
 - Coops (nordic) fishlist
- Inspire people to increase consumption of fish
- Support local and coastal fisheries – e.g Thorup Strand
- Encourage transparency in supply chain – Tuna as a pilot case
- Contribute to compliance with international human- and labourrights through code of conduct



What's next in sourcing sustainable fish?

- Revision of product quality requirements in 2020
- Members of the Danish Alliance for sustainable soy
- Partnership for sustainable fisheries in Danish Initiative for Ethical Trading

