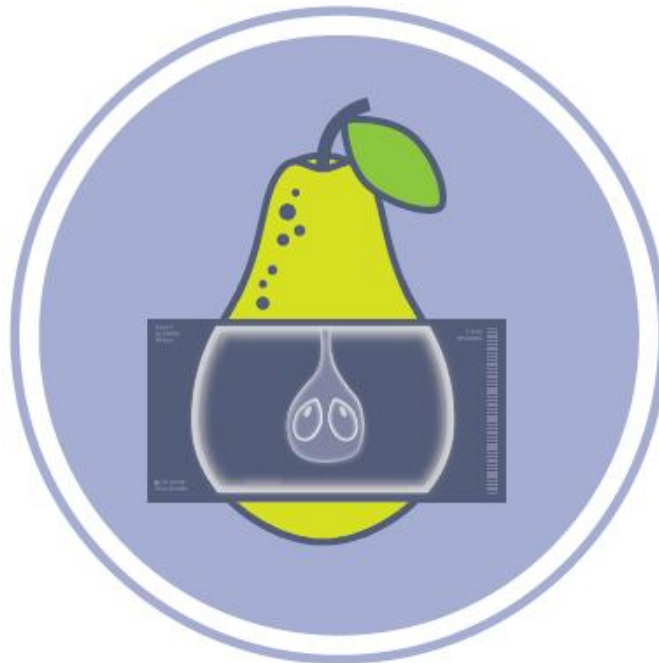


Safeguarding food chain authenticity: The role of consumer co-operatives

*High Level Conference on Food Authenticity and Integrity
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Overview

1. Overview of Euro Coop and the co-operative difference
2. Co-op consumers expectations and trends
3. Members' initiatives
4. Conclusions

Overview of Euro Coop

General Facts

- European association of **consumer co-operatives**
- Members: national consumer co-operative organizations in **19 countries**
- Members' main activity: **retail**

General Numbers

- **5,000** local consumer co-operatives
- **500,000** employees
- **36,000** stores
- **32 million** consumer-members
- **> € 76 billion** annual retail turnover



The Co-operative Difference (1/2)

Different entrepreneurial model based on values and principles

VALUES →

The **co-operative**

Our co-operative values

SELF-HELP

We help people to help themselves.

SELF-RESPONSIBILITY

We take responsibility for, and answer to our actions.

DEMOCRACY

We give our members a say in the way we run our businesses.

EQUALITY

No matter how much money a member invests in their share account, they still have one vote.

EQUITY

We carry our business in a way that is fair and unbiased.

SOLIDARITY

We share interests and common purposes with our members and other co-operatives.

The Co-operative Difference (2/2)

PRINCIPLES:

1. **Voluntary and Open Membership**
2. **Democratic Member Control**
3. **Member Economic Participation**
4. **Autonomy and Independence**
5. **Education, Training, and Information**
6. **Co-operation among Co-operatives**
7. **Concern for Community**



The Co-operative Group



- Support for UK farming industry and local foods
- Farming groups
 - 2000+ farmers, close cooperation with 400 → Co-op farming groups
 - Own brand chicken, pork, Hereford and Aberdeen Angus beef, Cambrian lamb, milk
 - Gold, Silver, Bronze farms → Premiums

- Responsible sourcing
 - Only free range own brand **eggs**
 - Own brand **fish** range; members of the sustainable seafood coalition (SSC)
 - All own brand **turkeys** labelled with Red Tractor Logo and Quality British Turkey Mark

→ High standard of food safety, traceability, animal welfare

→ Inspection of farms, external risk assessments

The Co-operative Agricultural Pillars

Health, welfare & quality	*Co-operative brand*	Sustainability	Environmental	Ethical & training
Agricultural KPI's	*Attendance at producer group meetings*	Water/electricity usage & conservation	*Carbon footprint assessments*	*Ethical component*
Audit performance	*Community awareness/membership*	Alternative energy practices on farms	Water pollution controls	Formal training & development programmes
Quality & consistency	*Engagement with The Co-operative Food*	Alternative soya usage/soya from responsible source	Environmental scheme memberships	Apprenticeships
Research & development	Hosting of producer group farm visits	Local sourcing of materials	Pesticide/heavy metal usage on farms/diets	Industry scheme membership

Coop Denmark



Quality and safety

- Own brand often subjected to stricter standards than the law
- High emphasis on self-monitoring and training
 - “Quality assured by Coop” = product and content, composition, testing (incl. taste)
 - Coop suppliers must also be approved

Local products – Accountability

- Support Danish food production
- Many local partnerships in 2015

Änglamark

- red Ø or the EU logo



Coop Sweden



Änglamark – focus on organic and traceability



Coop fishing strategy (quota)

- Promotion of traceability in Baltic Sea and West Coast through Närfiskat
- Suppliers must report fish species and how it was caught
- Suppliers of farmed fish must present farming methods and animal feed
- No endangered species



“From Sweden” label (April 2016)

- Voluntary origin label; Coop one of driving forces
- Criteria:
 - Animals must be born, raised and slaughtered in Sweden
 - Cultivation should have taken place in Sweden
 - All processing and packaging must take place in Sweden
- Currently used for Coop dairy products, 400 products should bear the label by the end of the year



S Group (Finland)



Product safety

- Product safety certifications and audits in accordance with Global Food Safety Initiative

Transparency – own brands

- Country of manufacture + country of origin of product's main raw material for range Kotimaista and X-tra lines

Monitoring

- Third party audits (external) + internal audits and on-site visits
- Production must comply with legislative and stricter S Group requirements
- Collective labour agreements, human rights

Eroski (Spain)



EROSKI NATUR – own brand

- Guarantee for consumers
- Controls from field to store
- Geographical indications and national quality labels
- Collaboration with more than 5000 local Spanish suppliers



EUSKO label

- “Agri-food products which are produced, processed and/or prepared in the Basque Country”
- “Fully secure identification of the origin and authenticity of products”
- 15 products; online



Coop Italy (1/2)



Quality and safety

- Own brand monitoring, but also control on non own brand products
 - In 2014, 25.859 controls on foodstuffs from 979 suppliers
 - Co-op suppliers must comply with strict own standards → inspector give good / improvable / critic evaluation every year
 - Collaboration with universities, laboratories, scientific and research institutes to ensure accurate controls and prevent potential emerging risks

Buoni e Giusti

- Strawberries
- Clementines and oranges
- Olive oil (“super nose”)



Coop Italy (2/2)



Traceability – Own brands

- Close cooperation with every step of the chain → full traceability possible
- Every actor signs specific contractual commitments and is subject to stringent specifications
- Inspections and analysis of different parties involved
- Range “origine”, e.g. (pre-packed) cold cuts, cheese..

Video

*Interview with Ms. Chiara Faenza
Coordinator at the R&D Department*



Conclusions

- We see an increase in “local” through labelling, direct sourcing, close cooperation with suppliers
 - Improved traceability → Increase consumer confidence
 - Support local economy
- There should be evidence that self-regulation alone is enough to counteract fraudulent practices
 - Harmonization of control systems and laboratory techniques
 - Higher emphasis on implementation and enforcement; imports
- Communication, collaboration and sharing of best practices
- Innovation



*European Community of Consumer
Cooperatives*

Thank you for your attention!

For more information:

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