



Swiss market for organic & sustainable fruit and vegetables

Market development and consumer expectations

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Sustainability Fruit&Vegetables/Cut Flowers, Coop

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Fertilizers



Compensation area



Crop rotation



Soil conservation



Plant protection
agents

Ecological certification by the government forms the basis of the Swiss population's high environmental awareness

- Introduced in 1995
- Links direct payments with environmental performance
- Its introduction set the course for present-day Swiss farming

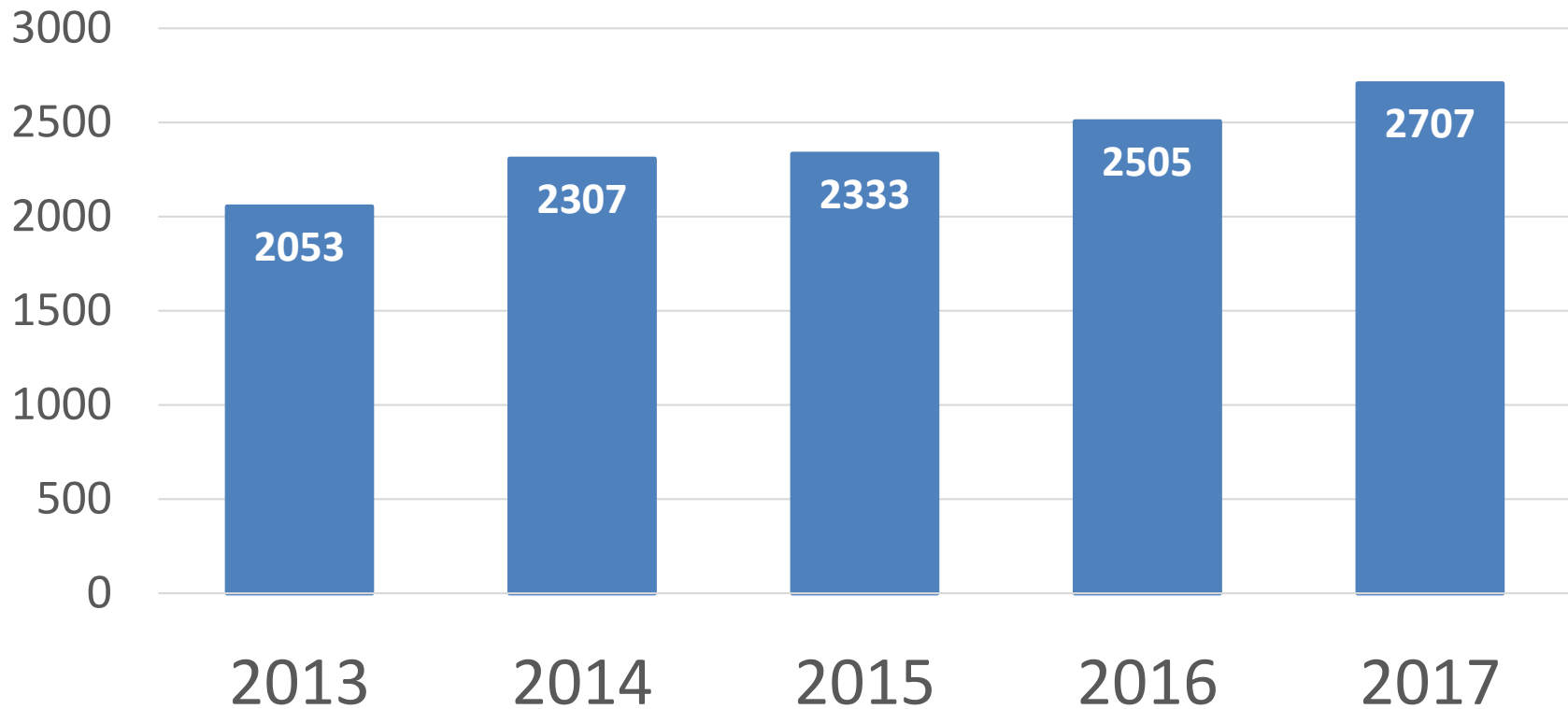
Swiss market and consumers

- Swiss consumers expect Swiss farming to represent **high standards** in terms of animal husbandry, absence of GMOs and **strict requirements**.
- With an **organic market share** of over **9 percent** Switzerland is a world leader in organic consumption.
- Switzerland is also a leading consumer of fair-trade products, especially **fresh fruit** and drinks.



Organic market Switzerland

Mio. CHF



Source: BioSuisse, 2018

Organic market share on fruit and vegetables

13.2%



13.9%



18.7%



23.1%



Source: Nielsen, 2018

Coop is committed to sustainable production – yesterday, today and in the future

Coop Schweiz



Pressecommuniqué/Communiqué/Communicato

Coop Schweiz zu den Agrarvorlagen

[...]

2. Die ökologische Chance für die Landwirtschaft ist zu nutzen. Bio-Produkte und Fleisch aus artgerechter Tierhaltung entsprechen einem grossen Konsumenten- und damit Marktbedürfnis. Direktzahlungen sind zwingend an einen ökologischen Leistungsnachweis - IP, Bio, Freilandhaltung - zu binden

[...]

Basel, den 12. März 1995



In advertising & on packaging (1989)

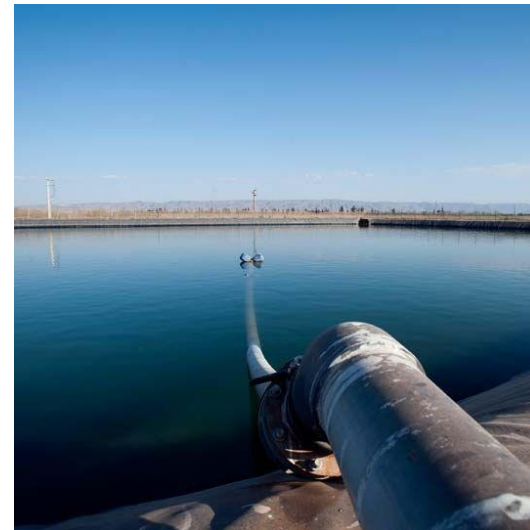
Coop has a large selection of Fairtrade products

- Coop sells exclusively Fairtrade bananas and pineapples
- Roses from Coop are 98% fair-trade

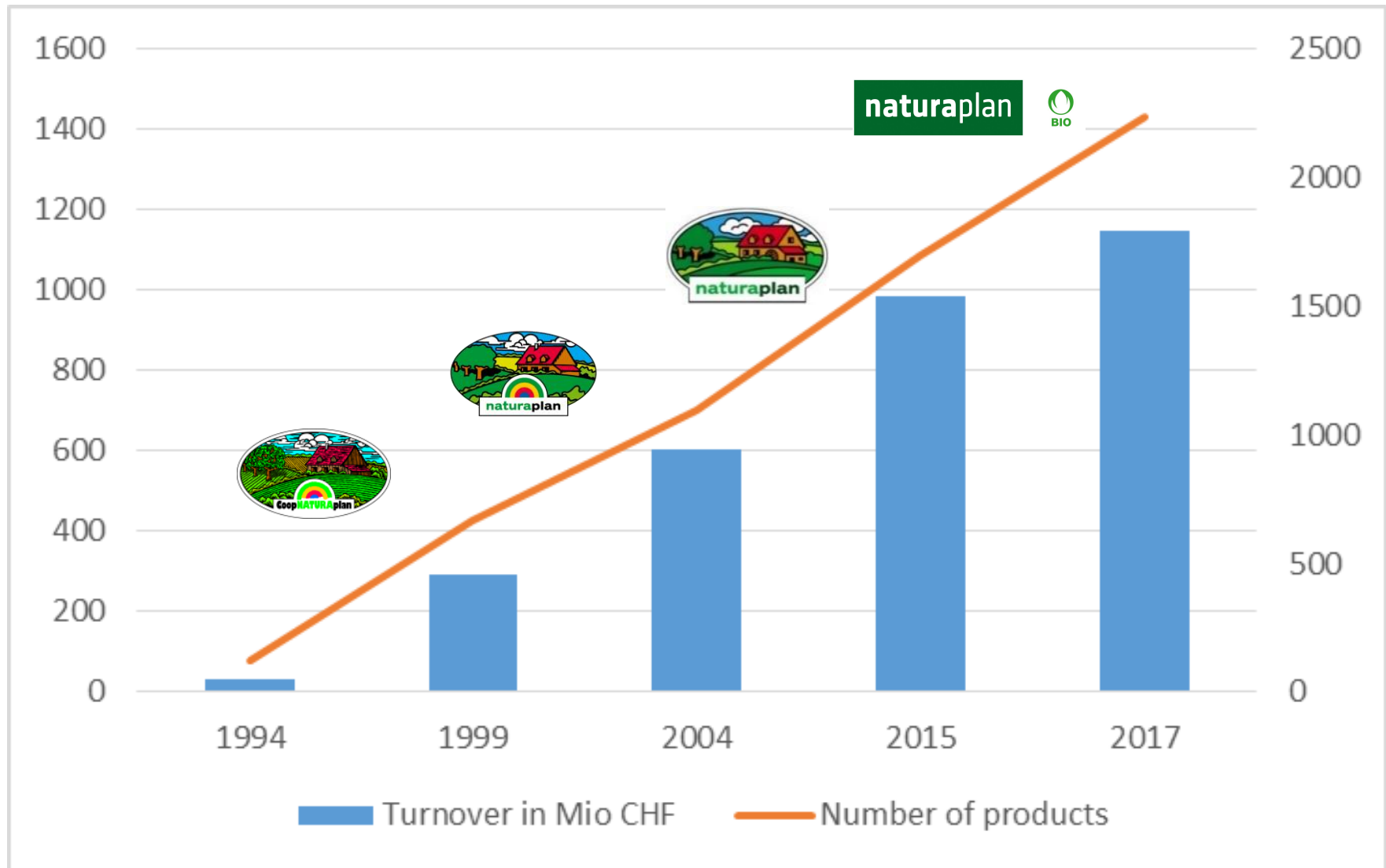


Coop – Requirements for fruit and vegetables

- 91% of suppliers from risk countries fulfil a social standard for cultivation and packaging facilities
- Coop has developed its own water standard SPRING which is gradually implemented in water risk countries.



Coop a pioneer in the Swiss organic market



Coop Naturaplan

- 2500 different products sold under the label Naturaplan covering the whole range of food and beverages
- Focus on fresh produce
- High percentage of Swiss production

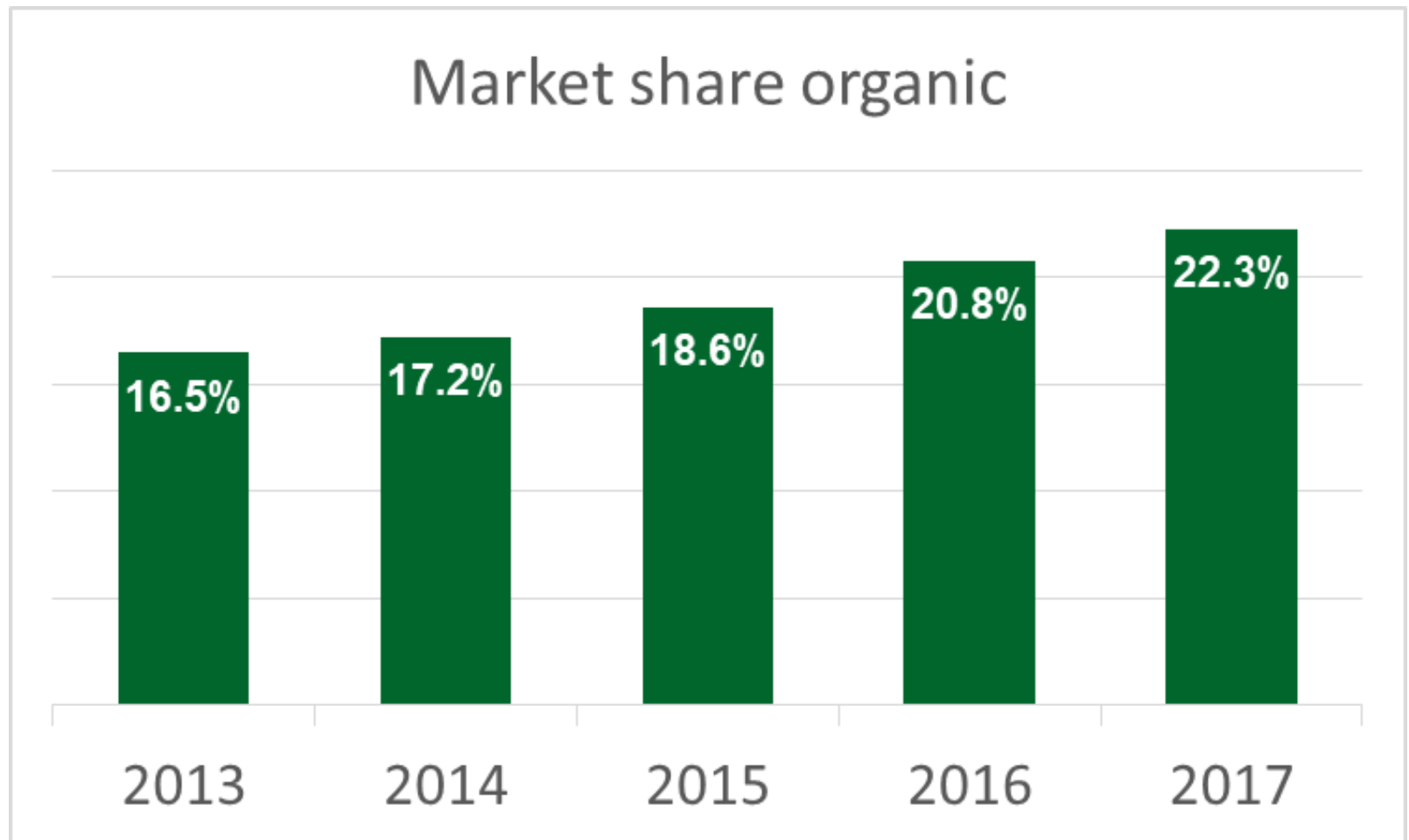


Coop & Bio Suisse – a close and successful cooperation

- Naturaplan products have to fulfil the requirements of the Bio Suisse Standard, one of the most strict organic standard worldwide.
- Not only products grown and produced in Switzerland comply with the Bio Suisse Standard but all organic products sold under the label Naturaplan.



Coop – fruit and vegetables



Coop ensures traceability

- For organic fruit and vegetables, supplier information can be found by entering the NP-ID on the Coop website

Woher stammt mein Naturaplan Produkt?

Coop legt die Karten auf den Tisch – Naturaplan ID eingeben und mehr über den Produzenten Ihrer Früchte & Gemüse erfahren

Hier Naturaplan-ID eingeben und Produkt rückverfolgen

NP ID eingeben *

SUCHEN

Rückverfolgbarkeit bei Coop – wo finde ich die Naturaplan ID?



Früchte & Gemüse im Offenverkauf tragen einen Bio-Knospe Kleber mit der Naturaplan ID.



Bei verpackten Früchten & Gemüse befindet sich die Naturaplan ID direkt auf der Etikette.

Coop – bio unwrapped

- Coop takes organic fruit and vegetables out of its plastic wrapping



Coop fulfils consumer wishes

- Wish for regional products → introduction of the regional product line "Miini Region"
- Wish to reduce food waste → introduction of ünique



ÜNIQUE



25 years of Coop Naturaplan in 2018

**Naturaplan –
Natural. Right.
Good.**

naturaplan



25 years of Coop Naturaplan in 2018



Coop – leading supermarket in organic and sustainability

More examples on
Coop actions, not
words

<https://www.coop.ch/content/act/en.html>



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