Swiss market for organic & sustainable fruit and vegetables
Market development and consumer expectations

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Madrid, 24 October 2018
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 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

[...] 

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 Naturplan 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

Market share organic

<table>
<thead>
<tr>
<th>Year</th>
<th>Share</th>
</tr>
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<tbody>
<tr>
<td>2013</td>
<td>16.5%</td>
</tr>
<tr>
<td>2014</td>
<td>17.2%</td>
</tr>
<tr>
<td>2015</td>
<td>18.6%</td>
</tr>
<tr>
<td>2016</td>
<td>20.8%</td>
</tr>
<tr>
<td>2017</td>
<td>22.3%</td>
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</tbody>
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Coop ensures traceability

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

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

- Wish for regional products → introduction of the regional product line "Miini Region"
- Wish to reduce food waste → introduction of ünique
25 years of Coop Naturaplan in 2018

Naturaplan – Natural. Right. Good.
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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