

FIPs: supply chain expectations

Katie Keay, 29 March 2023



- Introduction
- Commitments to sustainability
- Co-op shoppers
- How we engage in FIPs
- Questions



About Co-op

- UK's largest consumer cooperative, >4m active members, presence in every postal area in the UK
- Our Vision is “Co-operating for a Fairer World.”
 - Fairer for our Colleagues;
 - Fairer for our Members and Communities, and
 - Fairer for our Planet.
- Major food retailer, focus on convenience



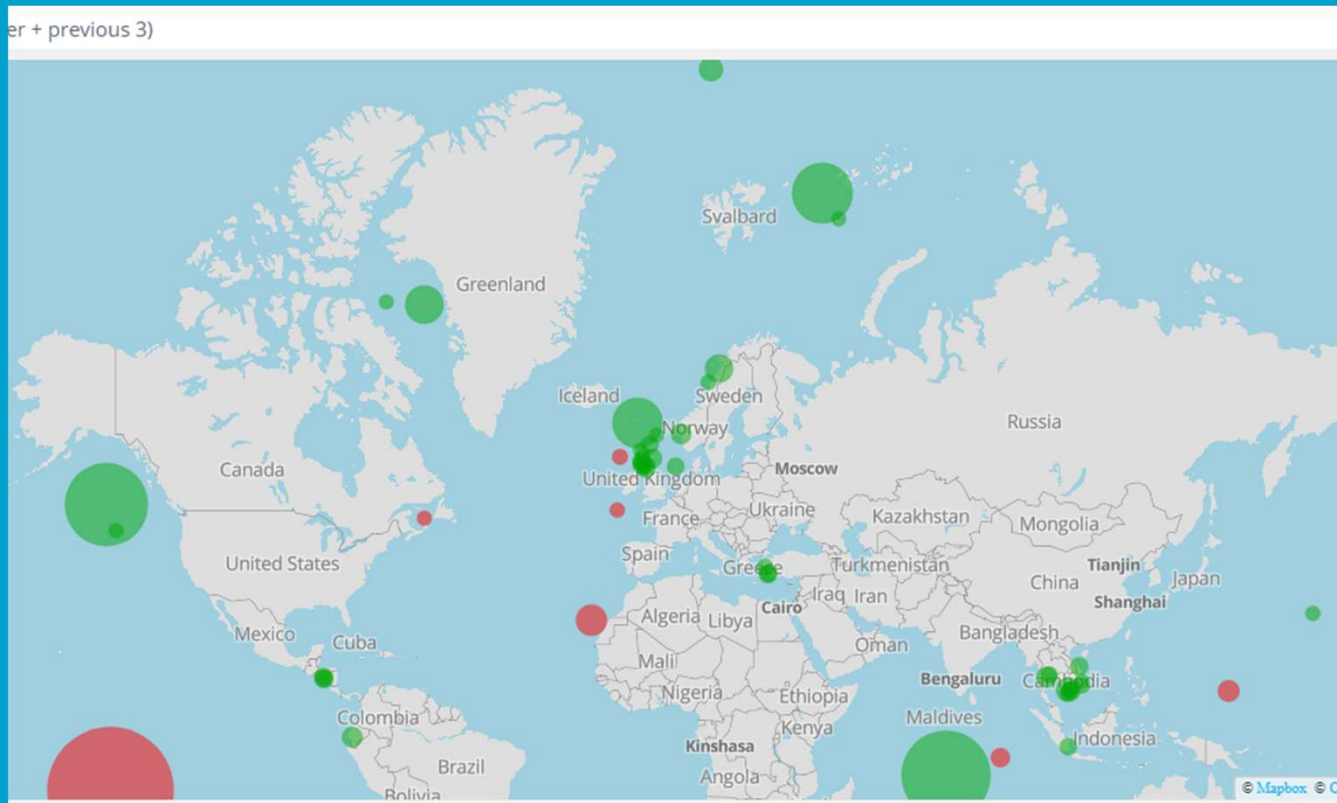
Partnerships

SSC codes of conduct:

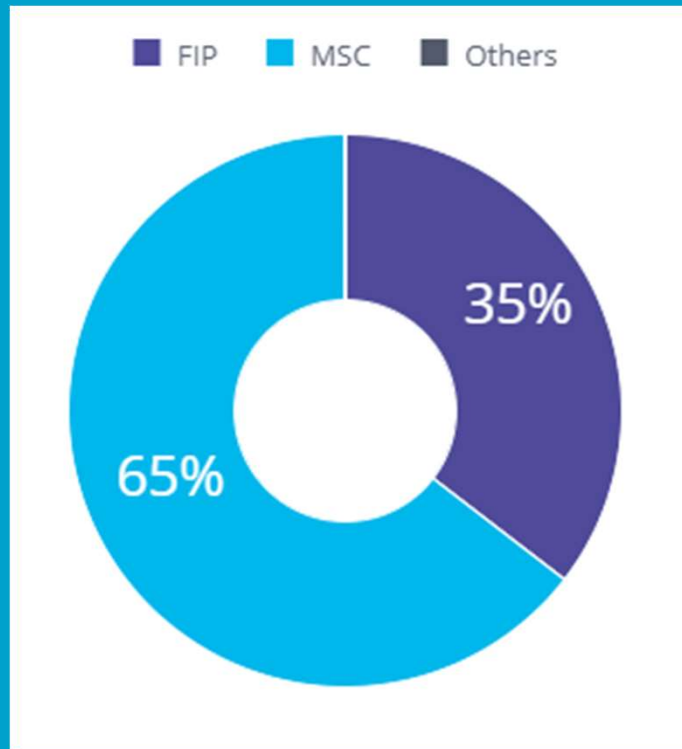
- Responsible sourcing
 - Risk assessment
 - Actions
 - Move towards sustainability
- Environmental labelling
 - Responsibility
 - Sustainability



Our fish has a global footprint



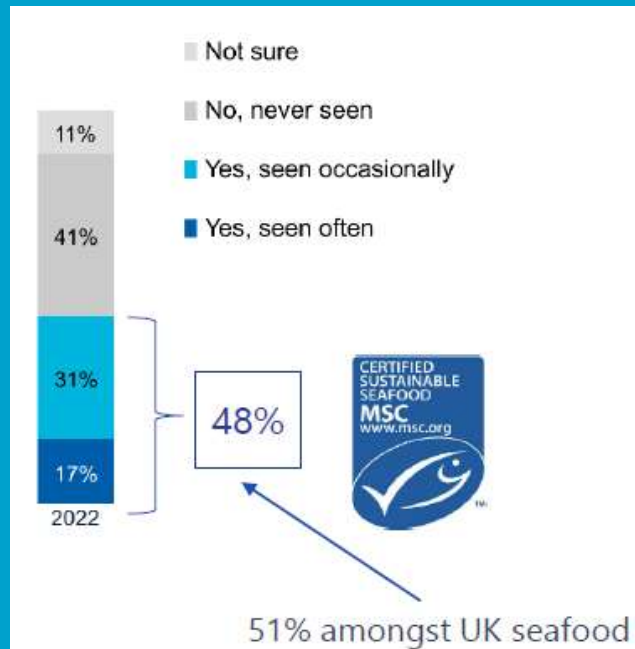
Certified fish at Co-op



In 2021/22: £1.25bn spent on MSC products by UK consumers. Of UK retail wild fish sales:

- 51% by value
- 54% by volume

Awareness of MSC label



- Independent assurance
- Communicates good business practices
- Enhances our consumer brand and reputation
- 5% of our logo licensing fees go into the Ocean Stewardship Fund
- A simple tool that helps consumers make environmentally responsible choices

UK retailers and MSC logo use



72% (vs 56%) said
“ecolabels on fish **raise
my trust and
confidence** in the
brand”

43% (vs 36%) **would
buy more seafood**
with an ecolabel on the
packaging

51% (vs 42%) said they *would buy more
sustainable seafood* to help protect fish in our
oceans

71% (vs 61%) said
*“by buying ecolabelled fish I
am helping ensure there will be
fish for future generations”*

51% (vs 35%) said **“buying products
with ecolabels excites me”**

How and why we engage in FIPs

How:

- Direct funding
- Supply chain advocacy e.g. written statements
- Participation in meetings
- Videos and communications to highlight best practice
- Visiting fisheries and respective parts of the supply chain we source from

• Why:

- To support industry improvements for sustainable communities and businesses
- Sustainability makes good business sense
- To demonstrate responsible behaviour
- To move towards all wild-capture fisheries we source from being MSC certified
- Our shoppers expect it



Building and keeping trust

- Hard to earn, fast to lose
- Multi-stakeholder partnerships can contribute to this and we see it as a collective responsibility.
- We are open and keen to support all FIPs making progress within a credible timeframe
- We will review our sourcing decisions at the end of the FIP timeline and we have a preference for MSC certified seafood.



Thank you

