

Intrinsic and extrinsic qualities of animal-derived food: the consumer co-operative take



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ATF 7th Seminar – 26 October 2017: Food integrity in the food chain: How can the animal production sector contribute?

Overview of Euro Coop

Some facts

- European Association of Consumer co-operatives
- Members: National consumer co-operative organisations in **19 countries**, mainly **retail**, big and small.

Some numbers

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



Threefold role of [Euro Coop](#)

Big picture co-operative trends

- **Decrease in meat consumption**
- **Trends:**
 - **Local**
 - **Organic**
 - **Animal welfare**
 - **Quality products**
- **Co-operatives investing in own brands**



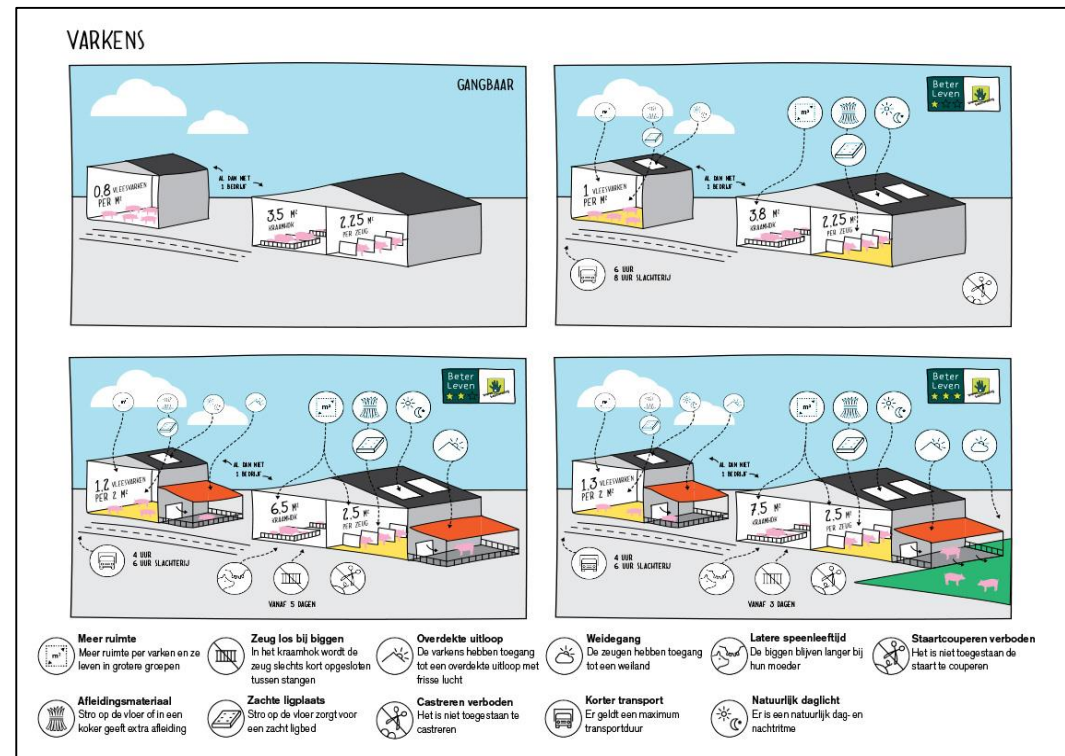
Intrinsic qualities

- Coop products “Quality assured”
- No hormones
- No GMOs / No use of genetically modified crops, animals, ingredients or additives
- No cloned animals
- Strict use of antibiotics



Animal welfare

- Initiatives to raise awareness
- Time outside
- Pre-stunned
- Limiting mutilation
- No forced feeding
- No animal testing



Own brands & animal welfare labelling

- Collaboration with e.g. CIWF + Red Tractor, own schemes..



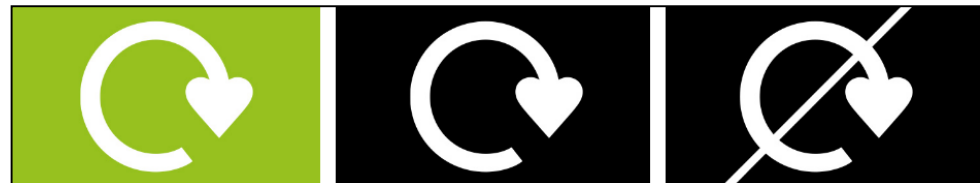
Packaging & Consumer information

Packaging (own brands)

- Generally no PVC in packaging
- Biodegradable packaging of (organic) meat

Consumer information

- No GMOs, no antibiotics
- Origin (production site)
- “Allevamenti aperti”
- Information on recycling

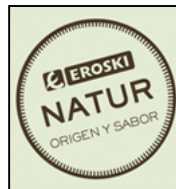


Co-ops focus on origin and local foods

- Traceability, clear origin
- Investment in local (regional) products



Example Co-op UK: 90% consumers feel supermarkets should sell more food from British farms + 50% consumers want to know origin of a product (origin label since 1997)



The Co-op - 100% British

- | | | |
|-----------|-----------|-----------------------|
| ✓ Beef | ✓ Sausage | ✓ Chilled pies |
| ✓ Turkey | ✓ Milk | ✓ Sandwiches |
| ✓ Salmon | ✓ Pork | ✓ Chilled ready meals |
| ✓ Ham | ✓ Duck | ✓ Chicken |
| ✓ Yoghurt | ✓ Eggs | ✓ Breaded chicken |
| | | ✓ Butter |



Close relationships with farmers & Farming groups

- Milk, chicken, pork, beef, lamb, egg, turkey
- Meet 3 x year: focus on animal welfare, environmental impact, farm efficiency, and create sustainable and transparent supply chains
- 13 million pounds in year 2

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

Looking ahead

- **Animal health and welfare: a priority!**
- **Developing own brands**
- **Environment and climate change** → Research, develop and implement sustainable practices for animal husbandry
- **Cooperation and sharing best-practices between stakeholders**
- **Improve consumer information**
- **EU action**





European Community of Consumer Cooperatives

Thank you for your attention!

For more information:

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