



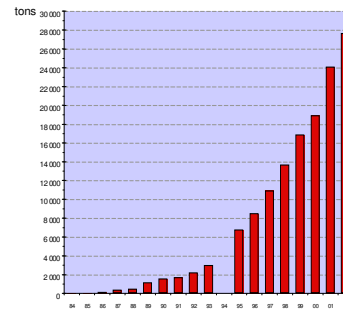
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Coop Sweden

Building alliances between
responsible producers and
retailers

FAO, 22 April 2004



Sale of organic products in Coop Konsum



Coop Konsum
(supermarkets)
Organic food Market
share ~9%

Coop Konsum +
Coop Forum
(hypermarkets)
Organic food market
share ~4%



Änglamark – the leading trademark for eco products



- Änglamark was relaunched 2001
- New design, better environmental performance etc.
- "The organic food's getting tastier when the package is nicer"



The role of Änglamark

- The primary role is to be the pioneer brand within the Swedish consumer cooperation. It is based on distinct values. The Änglamark brand acts as a carrier of sustainable consumption issues, always striving to be a good alternative from both the personal and community point of view.



'Move your hand'

Everyone's personal
environmental
movement!



Individual receipt



COOP KONSUM
Mick & Pålsh äm
www.coopkonsum.se
187.001.1232(2/27/10)

Artikelnr:	82 16214	Pris/100g:
• COOP ÄNGLAMARK		19,50
• PÅSKE BÄR 125 G/250g x 10,50		4,70
PLUGGABE		1,00
• HÖRSKÖNS MÖNNE E 204 x 9,50		19,80
• PÅSKE BÄR 125 G/250 G		27,30
• HÖRSKÖNS TÅL 2		16,90
• TÅL IN MÄRKE BÄR		24,00
• PÅSKE BÄR 250g		27,40
KÖRRETT: 0,00		0,00
BARTOTAL	151,70	
ATTY BETAALA	9,50	161,20
KÖRRETT	0,00	161,20



- The clover mark on the receipt indicate all the organic and eco labelled goods.
- You also find the clover at the shelf as a common signal for eco products.



Receipt

Kvitto till alla kunder som under 2003 köpt ekologiska produkter i Coops butiker	
Minskad användning av kemiska bekämpningsmedel, ca	23 000 kg
Minskad konstgödsel-användning, cirka	1 800 000 kg
Utsläppta hönor, cirka	147 000 st
Kor, grisar och lamm som fått äta ekologiskt och fått utlopp för sina naturliga beteenden	13 350 st
GMO	ingen
Minskad energianvändning (ingen konstgödselframställning)	ca 20 - 40%
Hälsa för människor och djur	ökad
Biologisk mångfald	ökad

- Together the Coop customers achieved a great result for environment and animal welfare.
- Many small drops makes a river...



Organic eggs

- 32,5% organic eggs in Coop Konsum
- 6% organic eggs in the Swedish daily commodity sector in general



Släpp ut en höna.
Välj Änglamarks
KRAV-märkta ägg
så får fler hönor
vara utomhus.



Ett litet steg
mot gladare hönor



Vi har slutat sälja burägg.
Ta med 7 personer in i buren
så förstår du varför.

Ett litet steg
mot gladare hönor



coop
KONSUM



Can environmental messages reach broader groups of consumers and lead to changes in consumption behaviour?



Strategies for organic foods

- All kind of food products should indeed be available as organic.
- Certified organic by accredited certifier.
- Fair Trade labelled organic products.



The retailers perspective

- The growth of the organic sector could not be maintained without further concerted efforts from retailers and food industry.
- A healthy development of the organic production will contribute to a sustainable development of the retail business as a whole.

