



# Foreword

We believe that there are three components to a great meal; first you need quality ingredients, secondly you need to treat these with care and thirdly they need to be shared with love. Co-op is approaching the food we share with you with the same philosophy. We want to ensure our ingredients are created with care, the people who produce them are treated with respect and that our members and customers are able to appreciate and celebrate delicious, sustainable food. This book lays out our recipe for a more sustainable and ethical future - and we invite you to join us.



## A Recipe for Sustainability

Introduction by Jo Whitfield,  
Retail Chief Executive, Co-op

At Co-op, we've a history of taking action on the issues that matter most to our members and customers.

The world is changing in ways that are having a real impact on our food system. We know we need to be agile and adapt to ensure a sustainable food future for people and the planet.

But we can't do it alone, which is why partnerships are key to our plan. We're proud to have worked closely with our suppliers and partners on the Future of Food ambition. Our members and communities play an important part too and together everyone needs to make small changes to achieve transformational change.

These small steps, and our big ambitions will make a huge difference - the future of food is truly in our hands and I look forward to Co-op leading the way on driving positive change.

**Jo Whitfield**

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# Our Future of Food commitments

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The Future of Food story plays out in three chapters – how we source & create with care, how we treat people fairly and how we learn about and celebrate food together. For each chapter we've established our ambitions, and as we build on the Future of Food plan, the targets and initiatives that we report back on will fall under these goals.

*By 2030 Co-op will be...*

## Sourcing & Creating With Care

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Chapter 1

*Our products will be created with respect for people and the planet*

- We will design Co-op products with quality, sustainability and health front of mind.
- We will protect our most important ingredients and care for the environments they're sourced from.
- We will champion sustainable and innovative agriculture and our British sourcing commitments will remain strong.
- We will embed responsible resource use in our operations and supply chains.
- We will halve food waste between farm and fork.

## Treating People Fairly

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Chapter 2

*Everyone that produces our food will get a fair deal*

- We will ensure a fair deal and resilient livelihoods for everyone in our supply chain.
- We will campaign for the rights of the people who produce our food, with a focus on vulnerable workers and empowering women.
- We will be leaders in tackling global water poverty.
- We will engage and empower our producers and suppliers through co-operation and collaboration.

## Learning & Celebrating Together

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Chapter 3

*We'll work together with our members to make a difference*

- We will endeavour to improve community wellbeing by creating solutions for a healthy and sustainable future.
- We will educate and empower the generations of today and tomorrow, so they can make informed choices.
- We will help communities understand the true value of food and celebrate the people who produce it.





# Co-op Ingredients

The Future of Food highlights



"Prioritising our most important and at risk ingredients"



"Expanding our industry-leading commitment to Fairtrade."

"Expanding our 100% British fresh meat commitment to frozen too"



"Campaigning for the rights of workers in our supply chain."



"Working with our members and customers to create sustainable food solutions for the future"



"Cutting food waste in half from farm to fork."



"Educating the next generation on healthy, sustainable lifestyles."



"Removing single-use plastics from our products by 2023"



"Inspiring communities to live sustainable, healthy lifestyles."





# Taking Action On What Matters Most

Co-op has been taking action on what matters most for decades, issuing our first Responsible Retailing report on what members and customers most cared about in 1995. Issues that are considered the most important can change from year to year, so we listen to our members and customers to shape our policies and energise our work. From this year's research it's clear that currently, packaging, clear labelling, health, waste and British are top of the priority list, and we'll continue to track these opinions every year.

## Transparency

4 in 5 Co-op members and customers want more transparency from retailers about ethical practice - be it where their food comes from to how it's produced and packaged.

## Generational Differences

A third of members and customers want retailers to focus on British sourcing and animal welfare, which was most pronounced with older customers. Younger generations told us they care most strongly about recycling and clear labelling.

## Healthy Lifestyles

Our members and customers told us that healthy eating was their number one consideration when choosing products, with a focus on the amount of fat, sugar and salt in foods as well as clear, honest food labelling.

## Packaging & Recycling

Members and customers number one issue they would like retailers to focus on is being environmentally friendly with product packaging - reducing plastics and making packaging more recyclable.

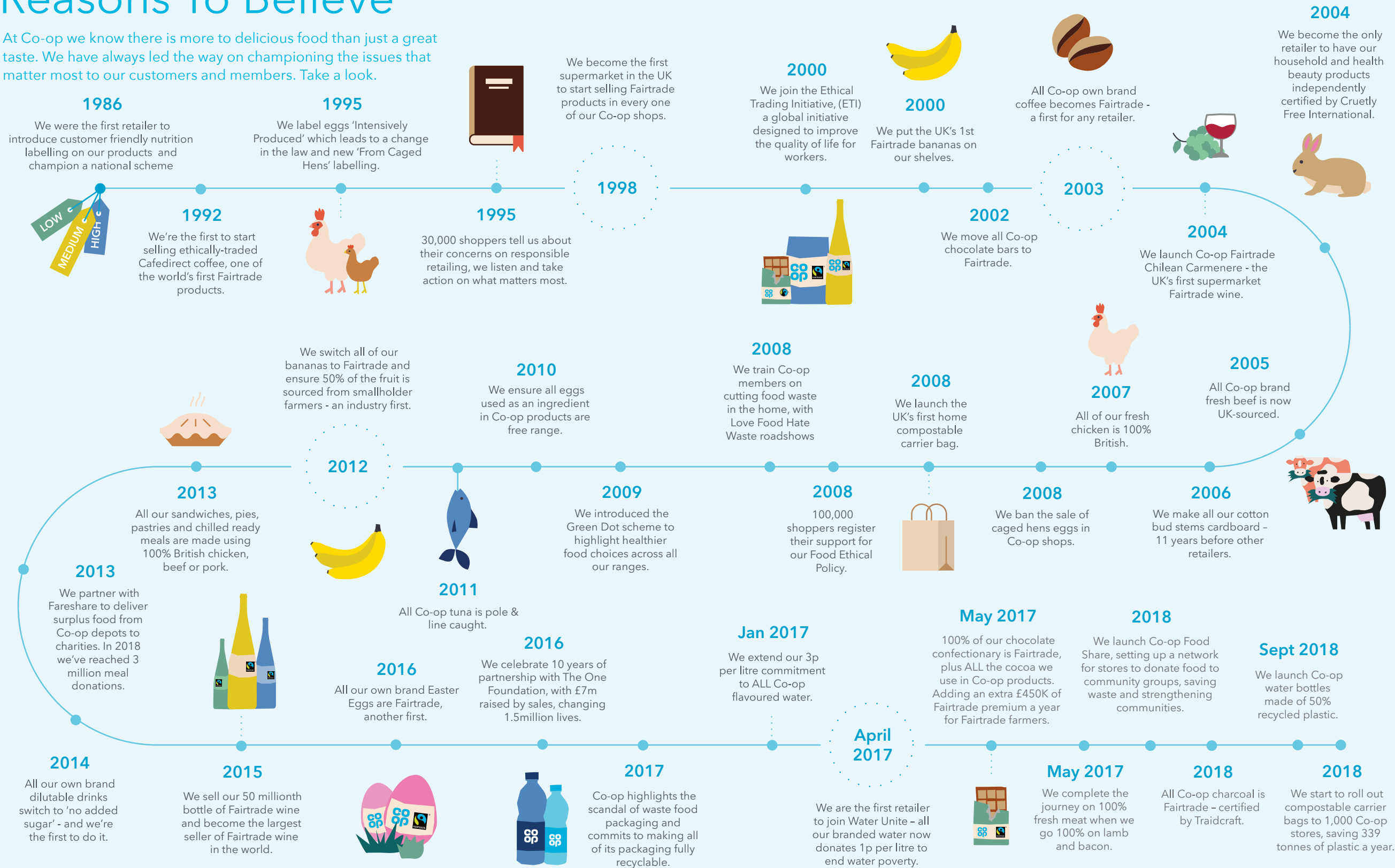
## Treating People Fairly

Over a third of members and customers rate treating suppliers fairly and supporting local communities highly.



# Reasons To Believe

At Co-op we know there is more to delicious food than just a great taste. We have always led the way on championing the issues that matter most to our customers and members. Take a look.







*“The way we do things is just as important as what we do”*

## Why Act Now

Breige Donaghy,  
Director of Delicious Food, Co-op

The food industry plays a key part in shaping how the planet and the people that live on it are sustained. Collectively we are facing huge challenges and the future of food globally is at risk if we don't act together to drive positive change.

Our members and customers want to see that change too. They tell us that recyclable packaging, honest labelling, healthy eating, tackling food waste and British sourcing are important to them. Which is why we're focusing on these areas and more to 2030 and beyond.

But at the Co-op, **the way** we do things is just as important as **what** we do. Our approach has always been a truly co-operative one, and we intend to continue in the same way. The future of food is truly in our hands and together we can make a difference.



## Our approach

### Collaboration

We realise we can't do everything alone and we absolutely need to collaborate. Which is why we have worked with suppliers, partners,



NGOs, academics and industry experts to form our Future of Food ambition. And it's why innovation with suppliers and partners is at the core of our commitments.

### When to lead and when to follow

We have been acting on what matters most to our members and customers for decades, and we have lots to celebrate. But we know that collaboration in our industry is vital and that sharing ideas is positive when you're moving in the same direction to bring change, at scale.

### In it for the long haul

It's important that our Future of Food ambition aligns with the global industry agenda and takes us to 2030. This is why our work contributes directly to the UN's Sustainable Development Goals, which provide a framework to unite governments, civil society and businesses behind the same set of actions and targets to transform our world for the better. A healthy and sustainable food future is dependent on many of these goals being met.

**Breige Donaghy**



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# Sourcing & Creating With Care

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A man with short blonde hair, wearing a blue t-shirt with a white graphic of a boat, is smiling and holding a blue plastic tray filled with ripe red strawberries. He is standing in a large greenhouse with rows of strawberry plants on raised beds. The greenhouse has a white plastic covering and a curved metal frame. The background shows more rows of plants and a person working in the distance.

**Co-op products will be created  
with respect for people and  
the planet**

We want to ensure that the way we source our ingredients and create our products is done with people and the planet front of mind. We will make it easy to understand where your food comes from and help you to make better, healthier and more sustainable choices.





## Ingredients:

*High sustainability standards*

*A sizeable single-use plastic target*

*A fresh selection of healthy own-brand products*

*A responsible approach to reducing sugar, salt and saturated fat*

*A longstanding respect for animal welfare*

## Thoughtfully Designed

*We will design Co-op products with quality, sustainability and health front of mind.*

We know that how we design our products can impact people and the planet. This is why we're committing to designing and making every single one of our Co-op products with quality, sustainability and health front of mind.

### Method

- We will develop products with purpose and integrity, whilst minimising their impact.
- Our plastics ambition – by 2023, no Co-op own brand products will include single-use plastics.
- We'll increase the amount of fruit and veg as ingredients in Co-op own brand products.
- We'll increase the choice and accessibility of healthy and delicious products in Co-op stores.
- We'll continue to take a responsible approach to reducing the amount of salt, sugar and saturated fat in Co-op own brand products.

For over 25 years Co-op has led the way with a commitment to producing and selling products that haven't been tested on animals. By displaying the Leaping Bunny logo on their products, Co-op makes it easy for customers to make an informed cruelty free decision about their shopping. We congratulate Co-op for demonstrating a commitment to ending cruel and unnecessary animal testing and helping to pioneer the rapidly expanding consumer market for ethical products.

**Michelle Thew**, CEO of Cruelty Free International



### What we're doing already

#### Cruelty-free

We believe animal testing is inhumane and unnecessary. All Co-op household, cosmetic and toiletry products are awarded the Leaping Bunny certification by Cruelty Free International, providing a guarantee that every single product and every ingredient it contains complies with the gold standard for no animal testing.



#### Peas Please

We're one of the trailblazers in the national Peas Please campaign. We've pledged to add more veg to products and inspire customers to get their five a day.



#### Easy on the sugar and salt

We know our customers want to be able to make healthier choices and we've been working hard to reduce sugar and salt in our Co-op branded products - particularly the foods we know children enjoy.

#### Action on Plastics

Co-op has been busy tackling plastic packaging for a long time. We're focused on making Co-op packaging more recyclable, getting rid of the plastic that can't be recycled and changing customer behaviour. Read more on the next page about our pledges.





## Case Study

# Our Action on Plastics Plan

*Single-use plastics are a critical threat to our environment and we need to take a stand. That's why we're removing them from Co-op products altogether, using only material you can recycle and working with you to make the recycling part even easier.*

### Our News

Our Action on Plastics Plan sets out ambitious commitments on plastic. While we don't have all the solutions yet, we are rightly setting the bar high and committed to working together to make a difference:

- All our own-brand packaging will be easy to recycle by 2023 (80% by 2020).
- We will use a minimum of 50% recycled plastic in PET bottles, pots, trays and punnets and HDPE bottles by 2021.
- We will eliminate own-brand CPET, black and dark plastic packaging by 2020.
- We will eliminate single-use own-brand plastic products and packaging by 2023.
- We will work with partners to improve recycling rates and help customers reuse & recycle easily.

We know that plastics and packaging are as much of a concern for members and customers as they are for us. Although we don't have all the solutions yet, we hope to inspire change and bring together the industry and shoppers, because we need to work together to get real results.

We were one of the first retailers to highlight the plastics problem back in 2016 when we published our Co-op Tipping Point Report. Historically, we've always pushed plastics innovation, launching the first compostable carrier bag in 2008 and changing our cotton bud stems to cardboard 11 years before other retailers.

We've also been determined to make our packaging fully recyclable. In the last year we have moved from 46% fully recyclable to 72%, measured by line, not weight - we do this because we know that it's what customers see in store that's important, which is number of products, not weight. This reduction and move away from hard-to-recycle plastics in packaging is the equivalent to taking 100 million plastic water bottles out of production. It's a huge achievement but we know there's much more to go - and it's the hardest part.

### Collaboration

We haven't worked alone - our suppliers have played a huge part in getting us to where we are and our members have supported us on the journey. For two years in a row they've voted to support our work on packaging, and many have shared their own ideas about how we can reduce waste smartly.

## Achievements so far

### 2016

- Co-op bags for life are all made of recycled plastic and we launch our Tipping Point Report to challenge the food industry on plastic waste reduction.
- We move all our meat trays to one material, making them easy to recycle.
- We work with OPRL to change labelling guidance, so more packaging can be easily recycled.

### 2017

- We make all our pizza discs cardboard, saving 200 tonnes of plastic waste.

### 2018

- We're avoiding black plastic for our produce - moving our mushrooms into blue packs and our Irresistible tomatoes to cardboard.
- We've switched all Co-op branded water bottles to 50% recycled plastic.
- We're trialling fully compostable Co-op Fairtrade 99 Blend Tea, launching later this year. The switch will save 9 tonnes of plastic every year.

**We are rolling out compostable carrier bags in stores where food waste is collected by the local authority (1,000 stores), saving a huge 339 tonnes of plastic.**





## Ingredients:

A substantial sustainable sourcing plan

A selection of ethical certifications

A strong dedication to protecting at risk ingredients

A growing collection of Fairtrade commitments

# Ingredients that don't cost the earth

*We will protect our most important ingredients and care for the environments they're sourced from.*

Climate change and extreme weather are affecting how and where our food is grown. On top of that we're consuming food at a rate that's quicker than the planet can grow it, which means we face environmental issues such as soil degradation, deforestation, water scarcity and biodiversity loss.

It's vital to protect the ingredients we love. That's why Co-op is focusing on the most at risk and important ingredients, prioritising how we take care of them – from how we source these ingredients to how much we use of them.

## Method

- We will futureproof our key ingredients and reduce our impact on forests, fields and oceans whilst caring for our livestock.
- We will support credible certification where it drives change and increase the transparency of our supply chains.
- With key partners, we will take a restorative approach to the environments we source from.

## What we're doing already

### Sustainable fish

Co-op fish is 100% responsibly sourced and all fresh farmed Co-op fish is certified to at least one of three independent schemes to measure environmental standards or are farmed organically.

### Committed to Fairtrade

Our commitment to Fairtrade is stronger than ever. ALL of our own brand chocolate confectionery, bananas, African roses, cocoa, tea and bagged sugar is Fairtrade. Read more on page 33.

### RSPO Palm Oil

100% of the palm oil we use is covered by RSPO certification.

### Responsible paper and wood

Co-op wood and paper is 95% FSC certified and sustainably sourced.

## Why do we still use palm oil?

Members and customers often ask us about palm oil – how Co-op source and use it, and its effect on the environment. We believe that a sustainable approach to palm oil is the right one.

## How we source sustainably

### SUSTAINABLY SOURCED



100% of the palm we use in Co-op products is covered by RSPO certification. RSPO set environmental and social standards for sustainably sourcing palm oil. We're among charities, producers, manufacturers and retailers working together for positive changes.

### THE FUTURE



We're working on reaching 100% segregated RSPO certified palm oil, which is the best way to show palm oil producers that there is a demand for a sustainable source.

### COLLABORATION



We know there is always more to do in this space, and we're looking forward to announcing some collaborative projects in the future.

## What if we didn't?

### NO INDUSTRY INCENTIVE



There would be no incentive for the palm oil industry to promote a sustainable sourcing approach if they have less customers.

### LESS FARMER SUPPORT



Many smallholder farmers are dependent on the palm oil industry and the best way to support them is through demand for sustainable palm oil.

### MORE DEFORESTATION



Sourcing other oils can use up to nine times more land, and lead to more deforestation and habitat loss for wildlife.



# Championing Sustainable Agriculture

*We will champion sustainable agriculture and our British sourcing commitments will remain strong.*

Supporting British farmers is important to Co-op members and customers – that’s why we guarantee that all our own brand fresh meat and the meat we use in Co-op products is 100% British.

With our farmer and grower groups we’re innovating together – embracing new technology and working on projects with partners to protect the environments we farm, not just here in the UK but overseas as well.

## Method

- Co-op meat is already 100% British, and from this year our own brand frozen meat will be too.
- We will roll out the Co-op Farming Pioneers programme to 100 young farmers across the UK.
- With suppliers, we’ll support the future of farming with innovation and new technology.

## What we’re doing already

### 100% British

All Co-op own brand meat is 100% British, and from July 2018 all Co-op brand fresh pork is also RSPCA Assured and outdoor bread. We only use British meat as an ingredient in our own brand products.

### Farming Groups

We support nearly 2000 UK farmers and have dedicated long-term relationships with more than 400 who are part of the Co-op Farming Groups. These 400 carefully selected ‘foundation’ farms work with us to meet our high health, quality and environmental standards. As farms improve their performance against our agricultural ‘pillars’ they receive an additional premium.

### Growers Group

We have established Grower Groups with some of our key British fruit and vegetable suppliers. Together we are working on the issues which matter most to create a strong future for our growers- including sustainability, packaging recyclability and ethical trade.

### Farming Pioneers

In 2016 we launched our Farming Pioneers Programme, supporting young farmers within our supply chain to develop their skills and experience, so they can go on to build the farming communities of the future. Our ambition is to roll this programme out to 100 young farmers.



## Ingredients:

*A bold commitment to British meat*

*400 Foundation Farms in our Co-op Farming groups*

*100 young farmers trained on our Farming Pioneers programme*

*A dedication to innovation in farming*







**Ingredients:**

*An ongoing dedication to reducing the impact of our supply chain*

*A collaborative approach to working with our suppliers*

*A lasting commitment to renewable energy in store*

Minimising our impact

*We will embed responsible resource use in our operations and supply chain.*

Food and drink are large contributors to greenhouse gas emissions, so it’s so important that we do our part to reduce emissions throughout our supply chain - from land and fertiliser use to transportation and refrigeration.

**Method**

- We will work to reduce energy, waste and water impacts in our supply chain.
- We will continue to work closely and collaboratively with suppliers and producers to innovate on responsible resource use.

**What we’re doing already**

**Reducing emissions**

We’ve reduced Greenhouse Gas emissions in our own operations by 50%, 3 years earlier than planned.

**Committing to renewables**

We use 100% renewable electricity across all our stores and offices and we will continue to do so.

**Cutting waste**

We’re a founding partner of Manufacture 2030 - our special platform for joining up suppliers to reduce energy, waste and water together throughout out supply chain. The platform allows suppliers to share best practice peer to peer and have open and honest conversations about challenges they face and innovative solutions.





# Tackling food waste

## We will halve food waste between farm and fork.

In the UK we waste around 10 million tons of food a year, and WRAP estimate 60% of this could be avoided. We work with suppliers and store colleagues to reduce the amount of surplus food created, redistributing any additional to communities that need it most. Reducing the amount of food waste is a serious global challenge which is why we are putting our effort into helping to halve food waste from farm to fork and aligning to the Sustainable Development Goals 12.3.

### Method

- We'll report publically on food waste in our operations in 2019.
- Over half of our stores will be partnered with local charities through Co-op Food Share by 2020.
- Co-op commit to working in partnership with our suppliers to reduce food waste in our supply chain.
- We will help our customers to reduce food waste at home.

### What we're doing already

#### Co-op Food Share

Through our Food Share programme, we match local causes with Co-op stores to redistribute unsold food each day. It's the largest programme of any convenience retailer and one we're extremely proud of.

#### Courtauld 2025

We are signatories to WRAP's Courtauld 2025 commitment - an ambitious call to cut the resources needed to provide our food & drink by one fifth over ten years.

#### Fareshare

Our surplus food is used to make meals for people in need all over the UK through our partnership with Fareshare. Since 2013, we've redistributed over 3 million meals.



#### Household Food Waste

Members and customers are passionate about reducing food waste at home. To help them with this we give storage tips on Co-op packaging and carefully design recipes in our magazine and online, including suggestions on how to cut waste and enjoy every bit of the ingredients used.



### Ingredients:

*A targeted approach to halving food waste from farm to fork*

*A fresh dedication to food waste reporting*

*At least 50% of stores to be partnered with food waste charities*



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# Treating People Fairly

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# 2

**Everyone that produces Co-op  
food will get a fair deal**

As a co-operative, people are naturally at the heart of everything we do. Our leadership in Fairtrade, robust Ethical Trade programme, campaign against modern slavery and fight for clean water are just a few proof points of how committed we are. A changing environment and food economy brings uncertainty for the people who make the food we love, so it's more important than ever to put measures in place to make sure that everyone gets a fair deal.







**Ingredients:**

*A leading commitment to Fairtrade*

*A commitment to getting to know our growers and producers*

*Continued dedication to protecting people in our supply chain*

# Secure Livelihoods

*We will ensure a fair deal and resilient livelihoods for everyone in our supply chain.*

Around the world, growers and producers face the everyday challenge of low wages, irregular income and an uncertain future. We want to ensure our supply chain is secure from end to end, protecting the most vulnerable and championing resilient livelihoods for everyone.

**Method**

- We will build on our Fairtrade leadership and continue to strengthen producer communities around the world.
- Through our work with Fairtrade and other partners, we will continue to explore how to pass on a greater share of value in our food supply chain.
- We'll train and support our suppliers, working together to protect the people in our food supply chain.
- We'll improve the lives of workers, by carrying out and publishing independent human rights impact assessments in high risk food supply chains by 2021, using our findings to drive change.



**What we're doing already**

**Our Ethical Trading Programme**

With growing challenges and increasingly long and complex supply chains, it is vital to build strong supplier relations based on trust and transparency. Our ethical trade programme covers 1,873 sites, 6 continents, 69 countries and over half a million workers.

The programme includes our Sound Sourcing Code of Conduct, based on the Ethical Trade Initiative (ETI) Base Code and core international labour standards, and we carry out hundreds of independent ethical audits on supplier sites each year. We know that collaboration and capacity building is key, and we have a programme of workshops and training across the world to support our suppliers and share best practice





### Case Study

## Resilient Livelihoods

*We work closely with producers to understand where they believe Fairtrade premium is best invested and how we can support projects that strengthen their communities and farms for the future.*



As a leading retailer with strong ethical values, the Co-op's commitment to Fairtrade is exemplary. After more than 20 years the Co-op remains one of Fairtrade's most important allies in helping farmers get a better deal and sets the standard for other retailers to follow. We are delighted that Fairtrade is at the heart of the Co-op's Future of Food strategy and their pledges show that their commitment to Fairtrade continues to go beyond certification.

Michael Gidney, Chief Executive, Fairtrade Foundation

We're proud to be the largest convenience retailer of Fairtrade products in the UK. We've championed Fairtrade for over 20 years, launching the world's first own-brand Fairtrade product in 1998 and bringing the first Fairtrade bananas to the UK in 2000.

Since then we've continued to lead the way, switching entire own-brand categories to Fairtrade. Now all our bananas, tea, coffee, chocolate confectionary, bagged sugar and even our African roses, are Fairtrade.

But we haven't stopped there. In 2017, we made sure that all the cocoa we use in our own brand products is sourced on Fairtrade terms, through innovations in Fairtrade sourcing models. In 2018 we launched our Fairtrade Ingredients policy, which means that all the coffee, tea and bananas we use in any own-brand product, benefits Fairtrade producers across the globe. These commitments mean our Fairtrade producers and growers benefit from an additional £400,000 in Fairtrade Premiums annually.

We've also gone further to invest in our producer communities. Our current projects range from supporting women's education in Cote d'Ivoire to training nurses in Kenya, improved community facilities in South Africa, farmer training schools in Columbia and technical training in Brazil.

### Cheers to our Fairtrade wines

For the last year we have been working with one of our largest suppliers in South Africa to convert their wines to Fairtrade - which happened in May 2018 and the wines are now on our shelves. This means that 2.5million extra litres sold each year will benefit wine producers and workers in the country in Fairtrade premium. The switch gives vineyard workers improved rights and working conditions, as well as strengthening their community through the Fairtrade premium.

Most recently our funding has provided improvements to housing and healthcare provision, and is only the start of our Fairtrade relationship with the community. In Tilimuqui, Argentina, our work with La Riojana co-operative has helped to strengthen the local community for 10 years, through the sales of the wine produced in the region. The first priority was to bring clean water to Tilimuqui which was needed for the animals and crops to survive. Then, in 2010, we then helped to build a secondary school and in 2018, we have helped to start work on a medical centre for the community, which will serve 10,000 people from 5 neighbouring villages.

In both South Africa and Argentina, Co-op has given these communities the tools to build their own future through the power of co-operation and Fairtrade and we're proud of this unique way of working together.



# Our Human Rights Promise

*We will campaign for the rights of the people who produce our food, with a focus on vulnerable workers and empowering women.*

Globally the laws designed to protect workers’ rights are varied and often inadequate or not enforced properly. This problem is exacerbated by the fact that modern supply chains are vast, complex and span the globe. We want to make sure that wherever we source from, workers in our supply chain receive a fair wage and are working in safe and decent conditions.

## Method

- We will campaign to end modern slavery and eliminate illegal and unfair recruitment fees in our global supply chains by 2025.
- We are committed to supply chain transparency and will share the sites we source from and the human rights risks we face with members and customers by 2020.
- We will champion the role of women and vulnerable workers producing the food we sell - empowering them to improve their livelihoods.

## What we’re doing already

### Tackling modern slavery

We are working to tackle modern slavery and help victims of modern slavery rebuild their lives. In partnership with the charity City Hearts, we have developed our Bright Future programme, which offers a pathway to paid employment for survivors of modern slavery.

### Supporting women in cocoa

We’ve invested in education programmes to support women’s development in our Fairtrade communities in West Africa and South America. Many of the new generation of female cocoa farmers face legal, social and cultural barriers to working in the cocoa industry. This means the younger generation are choosing to move away from cocoa farms and into the city. Through our 100% Fairtrade cocoa commitment, we directly support funding for the Fairtrade Africa Womens’ leadership school projects, working with women from farms in Côte d’Ivoire to empower them as future leaders. The farms who benefit from the Womens’ Leadership School are trained in business skills such as decision making, resource management and leadership.



## Ingredients:

*A commitment to supply chain transparency*

*1800 sites monitored under our Ethical Trade programme*

*One Bright Future programme tackling modern slavery*

*An ongoing dedication to addressing gender imbalance throughout our supply chain*





## Ingredients:

*A commitment to supporting co-ops in our supply chain*

*Ongoing engagement programme with Fairtrade groups and UK farming communities*



## Our Co-op Voice

*We will engage and empower our producers and suppliers through co-operation.*

Collaborating with other co-operatives and listening to the needs of our key stakeholders is core to our values. Working closely with farming communities in our supply chain is not just good for the farmer, it's good for our Co-op. It helps us to understand the challenges communities face so we can work together to build resilience for the future.

### Method

- We will support co-ops and social enterprises within our supply chain.
- We will give a voice to the people who produce our food – providing platforms to share ideas, issues and share best practice.

### What we're doing already

#### Supporting co-operation

As a co-operative we're part of a global movement of some 3 million co-operatives representing 1.2 billion people. It's our ambition to be at the forefront of this movement, driving it forward using our scale and influence to help others. In the UK, we are working with Co-operatives UK to develop a National Co-op Development Strategy and we take part in initiatives like Co-operatives Fortnight and Social Saturday and are keen to increase the amount of trade and support we can give to other co-operatives going forward. Internationally we are one of the 300 co-operatives that have pledged support for 'Co-ops for 2030' an initiative that brings together the full extent of the global co-operative movement in support of the UN's Sustainable Development Goals.

#### Getting to know our farming communities

We have an established relationship via our Farmer groups with 2,000 UK farmers, and meet regularly to update on business matters, hear about what's on their minds, discuss common issues and challenges and find collaborative solutions. Our relationship with some of our Fairtrade communities goes back to the beginning of our journey on Fairtrade and we are committed to strengthening our connections and understanding how we can work together to help them grow and have a sustainable future.



# Clean Water For All

*We will be leaders in tackling global water poverty.*

Clean water and sanitation should be a basic human right, however 884 million people around the world still don't have access to it. With our partner, The One Foundation, we are helping to change this.

## Method

- We are committed to ensuring that every person involved in the supply of our food has ongoing access to safe, clean water.
- Through our partnership with The One Foundation, we will continue to bring clean water to communities globally.
- As founding signatory of the Global Investment Fund for Water, we will support, promote and act as brand advocates for 'Water Unite'.

## What we're doing already

### One Foundation Water

Co-op water remains the only own brand charity water on the market, donating 3p for every litre sold of any still, sparkling or flavoured Co-op water to The One Foundation. This partnership has already raised over £9.5 million, changing nearly 2 million lives.

### Water Unite

We are also pioneer partners of Water Unite, a global fund aiming to eradicate water poverty by 2030 - working with brands to deliver a one cent levy on every branded bottle of water sold. We're also challenging other businesses to join us along the way.

### Using Water Wisely

We're working with WWF to understand our water impact in the supply chain and our global projects will start in 2019.

### Courtauld 2025

We are co-chairing the Courtauld 2025 Water Oversight Panel, working collaboratively to improve the quality and availability of water across our key sourcing areas.



## Ingredients:

*An industry-leading partnership with the One Foundation*

*A dedication to water stewardship*

*A pioneering supporter of Water Unite*

*"Co-op water remains the only own brand charity water on the market, donating 3p for every litre sold of any still, sparkling or flavoured Co-op water to The One Foundation. This partnership has already raised over £9.5 million, changing nearly 2 million lives."*





Co-op has demonstrated enormous commitment to eradicating world water poverty and The One Foundation is incredibly grateful for the £9.5 million it has raised to date. To the best of our knowledge, Co-op is the only retailer who makes a donation from the sale of every single brand of bottled water in store. The impact of Co-op's support has been huge and we look forward to continuing our partnership to provide clean water as a safely managed service to some of the poorest communities in the world.

**Karina Morawska**, Chair of The One Foundation

## Case Study

# Water For All

For every litre of Co-op still, sparkling or flavoured water sold, Co-op donate 3p to The One Foundation to provide clean water, sanitation and hygiene projects in Africa. We are the only retailer to do this.

***To date, we've raised over £9.5million - reaching over 1.7million people.***

In recent years, Co-op and The One Foundation have focused our attention in Malawi. Ranked by the World Bank as the world's poorest country in 2015, it is one of Africa's most densely populated countries with more than 2 million people lacking access to safe water. In partnership with The One Foundation we've invested £1.4million in projects in Malawi, helping to change over 340,000 lives

Through our partnership with The One Foundation we are also supporting our own Fairtrade producers to give them access to clean water so that the Fairtrade premium can be used for even more community projects.

## Mpeni Village in Malawi

The Mpeni Village borehole was built in 2014 to provide clean water to 70 households in the community of 420 people. Before the pump, the women of Mpeni collected water from an open well at the bottom of a steep hill 1km away. This was a difficult journey in rainy season, with many women falling during the walk and spilling their water on the way. The village valued the new pump so highly that a village water committee has been built to keep the vital system running smoothly. Mpeni is now a model example of a successful and sustainable clean water programme.

Community member, Thoko Mathotho said: "We're so grateful for the work in our village. We often suffered illness when we drank from the unprotected water source and Cholera was present in our village. We have seen a reduction in disease over the last two years since we have been drinking water from the water pump. With the time saved on collecting water we can now tend to our fields and plant crops".



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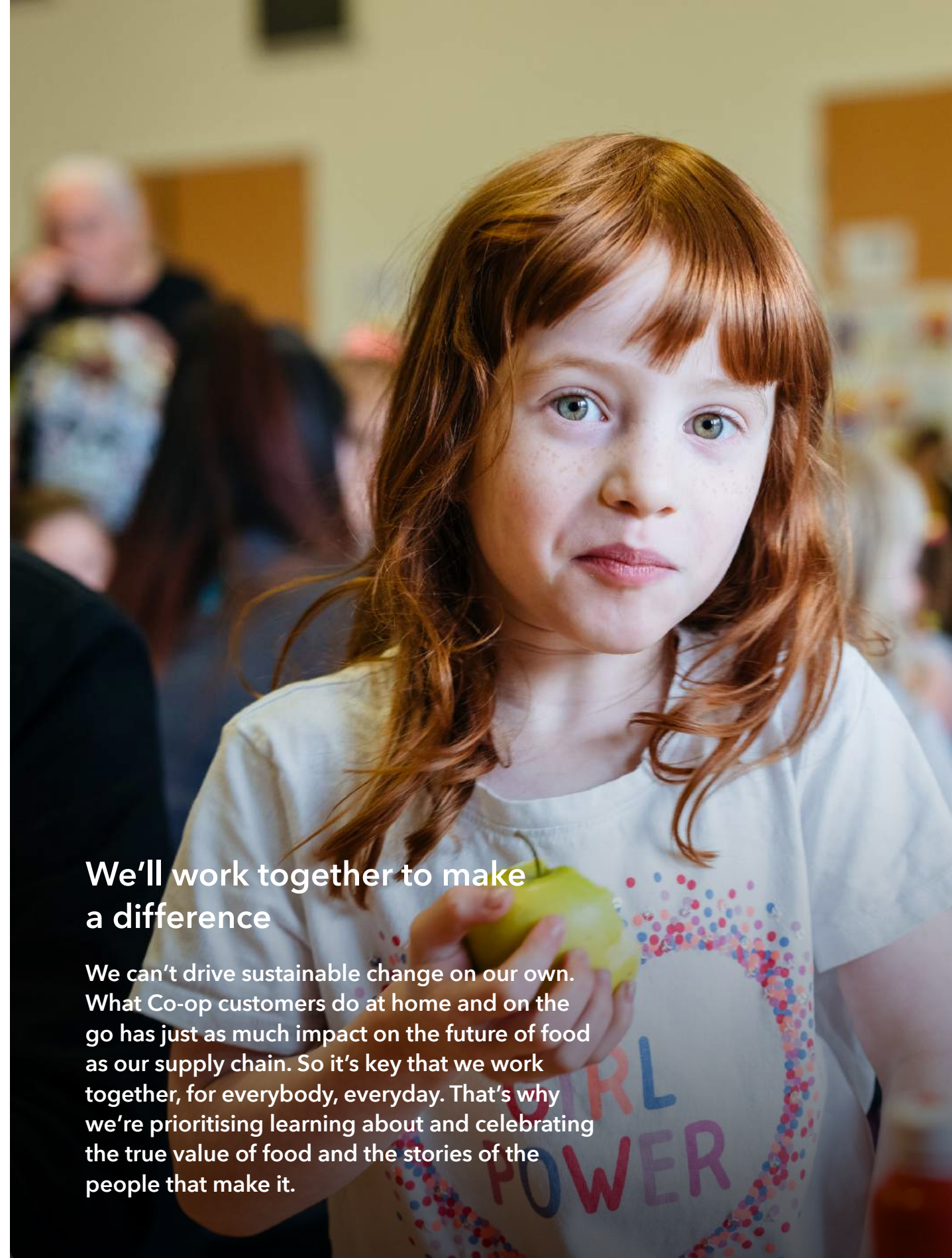
# Learning & Celebrating Together

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# 3

**We'll work together to make  
a difference**

We can't drive sustainable change on our own. What Co-op customers do at home and on the go has just as much impact on the future of food as our supply chain. So it's key that we work together, for everybody, everyday. That's why we're prioritising learning about and celebrating the true value of food and the stories of the people that make it.







## Ingredients:

*An abundance of passionate members*

*An exciting Members Voice initiative*

*A continued commitment to strengthening communities globally as well as the UK*

## Creating Together

*We will endeavour to improve community wellbeing by creating solutions for a healthy and sustainable future.*

Our relationship with our members is one of things we're most proud of. It's what makes us different. We know that when we create authentic opportunities for our members to get involved in how we do things, it creates value for both members and Co-op.

It's the reason why we have our Member Voice programme which allows members to share opinions and ideas, and to shape the way we do business.

### Method

- We're listening to our members and working with them to co-create sustainable solutions.
- Through our community activity supported by our Co-op Member Pioneers network, we'll inspire communities to live sustainable, healthy lifestyles.
- We'll inspire healthy, sustainable behaviour in communities through behaviour change trials with partners.



### What we're doing already

#### Members share their ideas

Our millions of members really care about reducing plastics and packaging. We know we don't have all the answers yet so we wanted to capture member enthusiasm and listen to their ideas about what we should do in this area.

Over three quarters (76%) told us the issue of waste was absolutely critical, with plastic reduction coming through as a dominant issue in the thousands of comments our members provided.

#### Our AGM

Members have a chance to feedback on what they care about most - they're our owners after all. Our annual AGM provides time to celebrate successes of the year, and also cast votes on the most important issues for our members. Recent years have included support for our Plastics ambition, Fairtrade and Community causes.





## Ingredients:

*A growing network of Co-op Academies*

*Support for student-led innovation and change*

*A commitment to growing resources on health and sustainability*

## Food For The Next Generation

*We will educate and empower the generations of today and tomorrow, so they can make informed choices.*

Our strong links to the communities we serve and Co-op Academies provides us with the opportunity to inspire future generations to live sustainable, healthy lifestyles and understand the true value of food and the part they play. The next generation will shape our food future and it's so important that we give them the right information and tools to do so.

### Method

- We will inspire future generations to develop the skills required to live sustainable, healthy lifestyles, understand the true value of food and the part they can play.
- We'll support student-led change within the health and sustainability agenda - we know Academy students are already driving this and we'll help them to achieve their goals.







## Ingredients:

*A shared passion for incredible food and sustainable change with members and customers*

*A dedication to sharing our producers and growers stories*

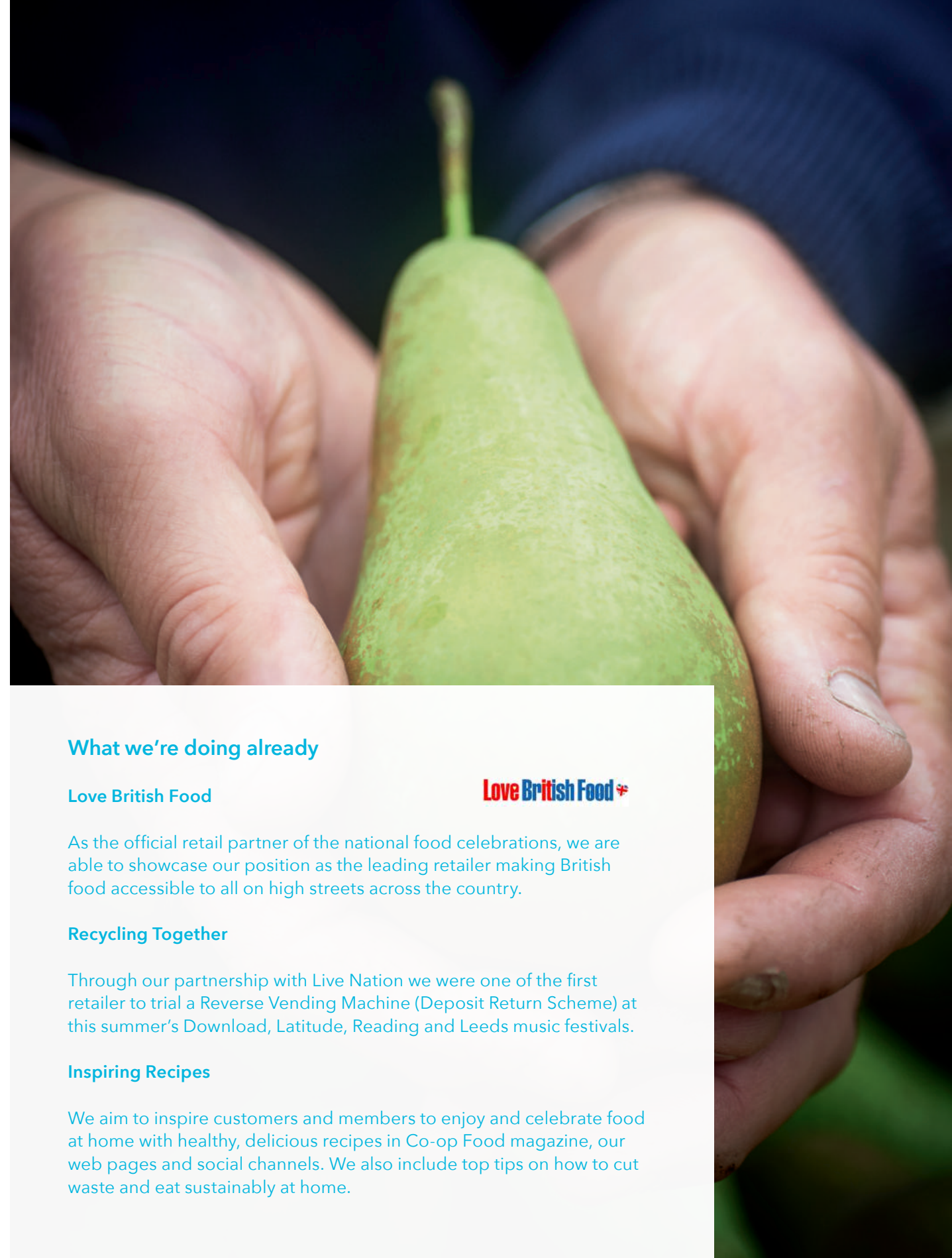
# The True Value of Food

*We will help communities understand the true value of food and celebrate the people who produce it.*

It can be hard to feel in touch with where food comes from and who has helped to make it, as well as understanding its true value. We want to re-connect people with food and each other, to inspire them to make steps towards a sustainable food future together. We'll continue to tell the stories of the producers and growers behind Co-op products, and explore ways to reach into communities to drive positive change, together.

## Method

- We'll bring to life the stories of the people who produce Co-op food, so members and customers can truly understand where their food comes from.
- We will help our members and customers to celebrate the true value of food through our products, campaigns and events.



## What we're doing already

### Love British Food



As the official retail partner of the national food celebrations, we are able to showcase our position as the leading retailer making British food accessible to all on high streets across the country.

### Recycling Together

Through our partnership with Live Nation we were one of the first retailer to trial a Reverse Vending Machine (Deposit Return Scheme) at this summer's Download, Latitude, Reading and Leeds music festivals.

### Inspiring Recipes

We aim to inspire customers and members to enjoy and celebrate food at home with healthy, delicious recipes in Co-op Food magazine, our web pages and social channels. We also include top tips on how to cut waste and eat sustainably at home.





## What you'll see next

Cathryn Higgs,  
Head of Food Policy, Co-op

**Now we've laid out our ambition for the Future of Food, it's important we keep on track and update on progress. This is how we plan to do it.**

As well as being a food retailer and wholesaler, Co-op works hard to meet the needs of our members and communities through a range of other businesses and services, and recognise that these also have a significant impact on society and the planet.

### Reporting back

We have a joined-up approach to our Future of Food ambition, with our wider business priorities also aligned with the Sustainable Development Goals. These all come together through a shared vision and are reported through our annual sustainability report.

We will also share our stories and celebrate together as we set goals and track progress to 2030.

As a co-op doing what we say we will and being held to account is core to how we operate and key to maintaining the trust of our members and customers which is why strong governance around our Future of Food goals is very important to us.



### The future

Whether you're a member, supplier, customer or partner - we value your ideas on how we can deliver a better future together. So keep getting in touch and exploring ideas with us.

### Thank you

A special thank you to the advisors that we have worked with closely on the plan - Mark Barthel from 3Keel, Bob Doherty from (I)knowFood) University of York and Rob Moore from Behavioural Insight.

We also want to acknowledge and recognise all the suppliers, industry leaders, academics, advisors and colleagues that helped to share their thinking from the start of the journey.

The Future of Food is in our hands - together we can make a difference.

**Cathryn Higgs**





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