



Use of pesticides

Delhaize 17/05/2016

SUSTAINABILITY STRATEGY



We will delight our customers and energize our associates by helping them live happier and eat healthier in thriving local communities

FOCUS AREA

2020 GOALS

Sustainable Private Brands

Our private brands make delicious, sustainable food affordable.



- Nutritional **labelling**
- Nutritional **quality**
- **Food safety**
- **Fair working** conditions
- Sustainable **palm oil**
- Sustainable **wood fibers**
- Sustainable **seafood**

Associate diversity & Development

Our stores welcome diverse associates and customers.



- **Diversity and inclusion** programme
- Associates **performance dialogue**

Healthy Lifestyle

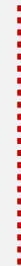
Our customers and associates lead healthier, more sustainable lives.



- **Associate wellbeing**

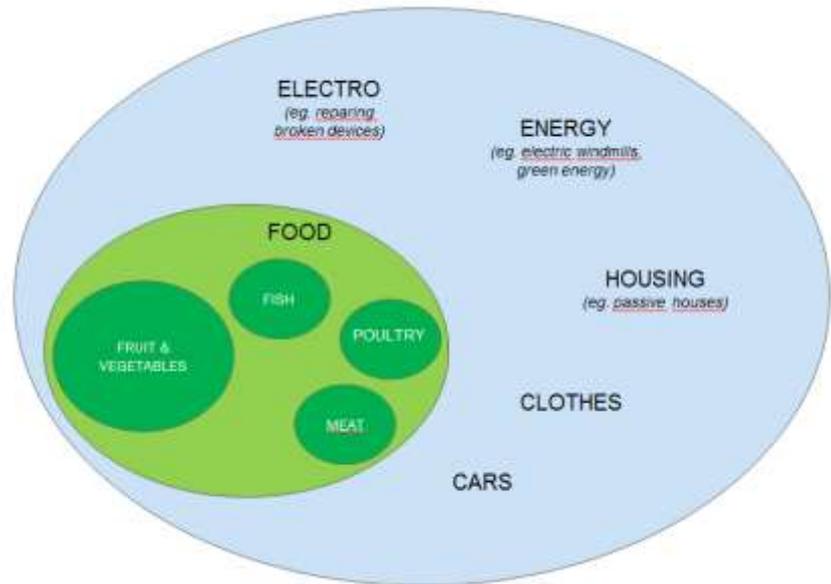
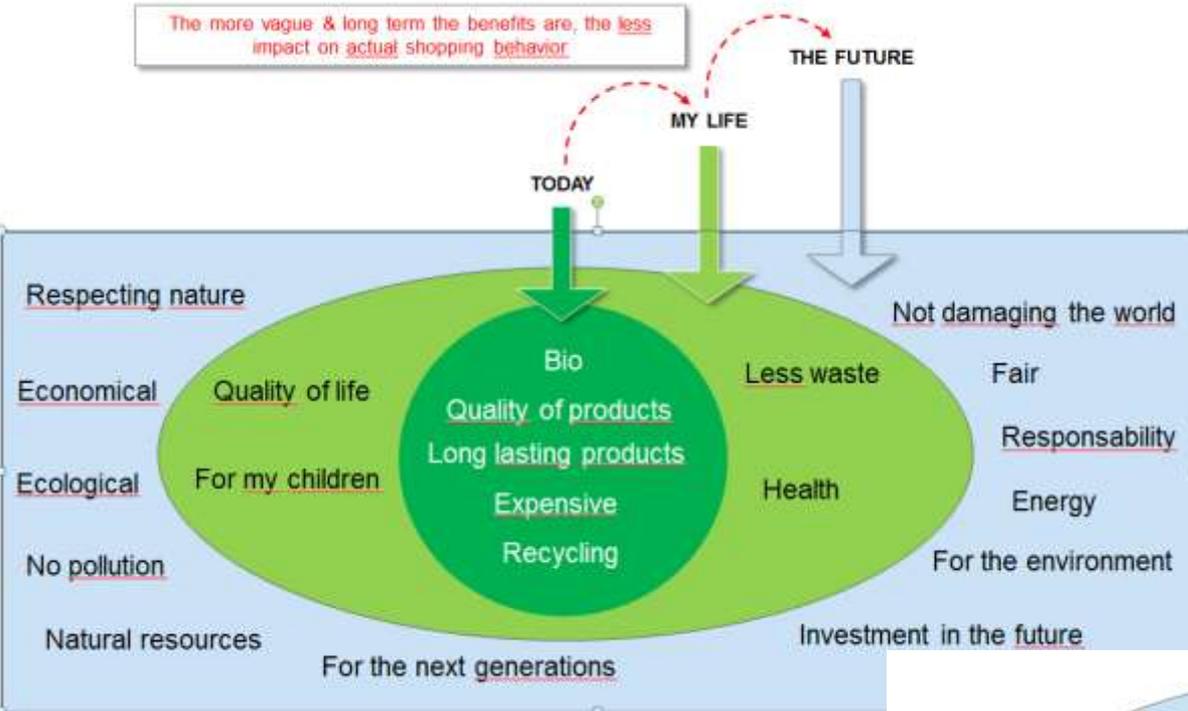
Zero Waste

Our waste-free operations support clean, thriving local communities



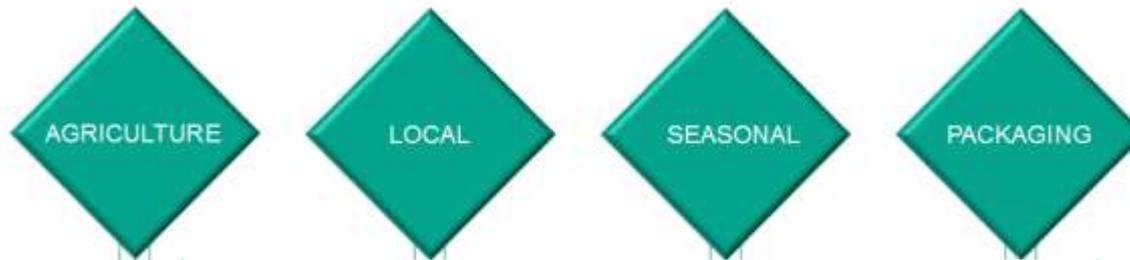
- **Recycling**
- **Food donations**
- **CO2 emissions**
- **Refrigerants**

The more vague & long term the benefits are, the less impact on actual shopping behavior



Source: Haystack

SUSTAINABILITY IN FRUIT & VEGETABLES =



TODAY / MY LIFE BENEFITS

Bio: no pesticides, no fertilizers, no polluted soil, no preservatives

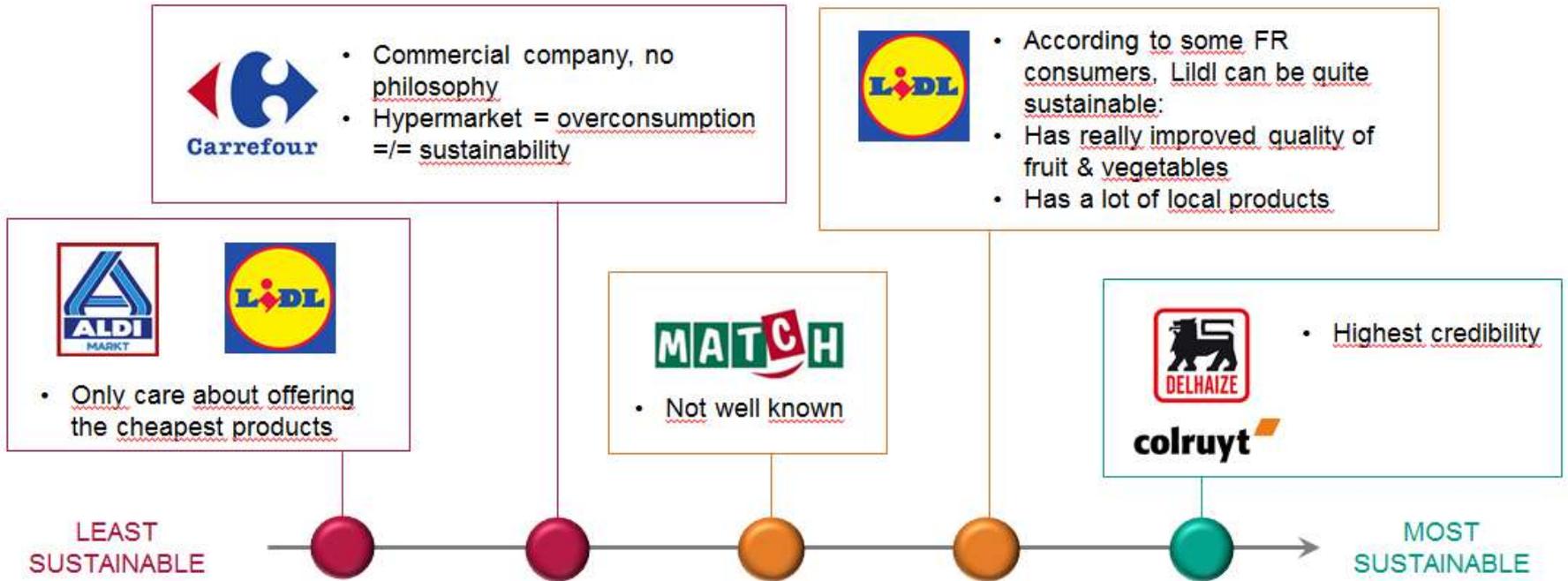
→ Proven to be beneficial for your health

But: a lot of criticism towards bio (even stronger among believers):

- “Stories” of bad examples undermine credibility
- Even if the farmer does not use pesticides, he can get them via water supply, air, neighbours,...
- It has become a marketing thing, an empty label



More impact on shopping behavior (esp. among believers)



Source: Haystack



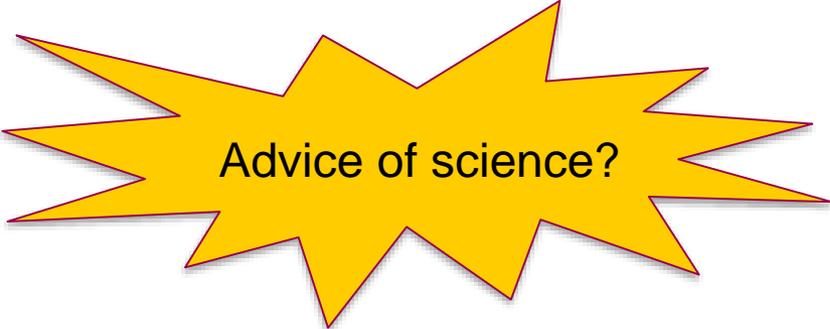
Delhaize: As is

- Global GAP & MRL limits to be respected
- 60k€ for testing & controls (300 tests)
- Max 3 residues requested to suppliers in our guidebook but today there is no legal and no scientific basis to sanction or to push suppliers
- Largest assortment BIO: \pm 635 products



To be?

- List pesticides to avoid?
- Guidelines “wise use” of pesticides per product?
- Commitment of all parties



Advice of science?

