

SUSTAINABLE CONSUMPTION

Session 3



THE 2019
**EU AGRICULTURAL
OUTLOOK CONFERENCE**

Sustainability
from Farm
to Fork





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THE 2019
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to Fork





SONAE MC

OUR MISSION

- ✓ To promote Portuguese agriculture
- ✓ To support the sustainability of Portuguese producers
- ✓ To boost innovation & competitiveness
- ✓ To create added value products with high quality standards
- ✓ To offer the best of Portugal to our clients



20 ANOS
CLUBE DE
PRODUTORES
CONTINENTE

SONAE MC is the market leader in food retail in Portugal

OUR CLUB:



11.000 jobs

200.000 hectares

€ 250 million purchase value



2018



83,5% fresh products that are in our 300 stores are from Portuguese Producers

TO BE A MEMBER...



To comply with the CONTINENTE PRODUCERS' CLUB PROTOCOL:

- ✓ Quality & Food Safety
- ✓ Sustainability
- ✓ Innovation & Differentiation

TOGETHER WE CREATE VALUE



SCIENTIFIC COUNCIL



“Nowadays, the challenge that we have is to adopt technologies to small producers. We need to act more local and to produce more with less”.



THE PRODUCERS



NETWORKING
EVENTS

Locally
MADE



fresh

I
SUPPORT
LOCAL



WHAT'S
YOUR STORY?





STORIES IN STORES

CLUBE DE PRODUTORES
CONTINENTE
O MELHOR DO
OESTE E VALE DO TEJO
PRODUTO DA REGIAO
QUALIDADE AQUI NA REGIAO

CLUBE DE PRODUTORES
CONTINENTE
O MELHOR DA
BEIRA INTERIOR
PRODUTO DA REGIAO
QUALIDADE AQUI NA REGIAO

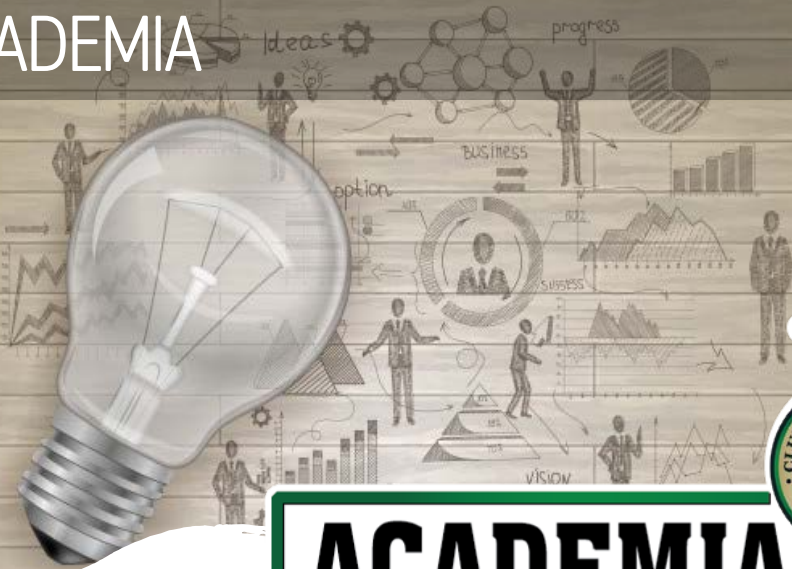
CLUBE DE PRODUTORES
CONTINENTE
O MELHOR DE
PORTUGAL

CLUBE DE PRODUTORES
CONTINENTE
O MELHOR
DO ALENTEJO

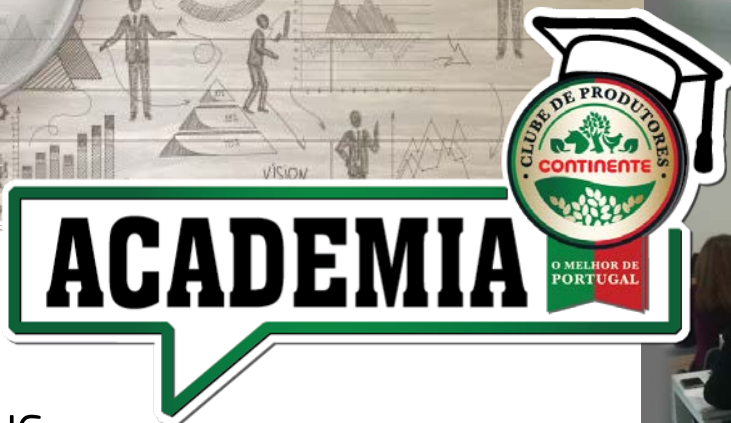


PROJECTS

ACADEMIA



3rd Edition



TRAINING
PROGRAM





SUSTAINABLE PRODUCTION & PRODUCTS

THE BEST OF PORTUGAL

PROJECTS



SUSTAINABLE ANIMAL PRODUCTION



Partnership with ONG Zero to promote sustainable production & consumption of Portuguese meat.



PROJECTS



To adopt biodiversity criteria in
CONTINENTE PRODUCERS' CLUB
PROTOCOL



TÉCNICO
LISBOA



PROJECTS



CARBON &
WATER
FOOTPRINT



PROJECTS

TRADITIONAL PRODUCTS



Instituto Nacional de
Investigação Agrária e Veterinária, I.P.

REDUCTION OF SALT CONTENT

REDUCTION OF POLYCYCLIC AROMATIC HYDROCARBONS - PAH



TÉCNICO
LISBOA

REDUCTION OF PLASTIC



THANK YOU!



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