

# COOP'S EXPERIENCE

# COOP FIGURES 2020



**13,3** Billion € Retail Turnover



**14,4** Billion € Total Turnover

(including diversification of the business: book stores, energy, tourism...)



**79** Cooperatives



**6,4** Mln Members



**55.350** Employees



**1.139** Stores Coop Flag

**1.614.050** Mln Sq. m. Area of Sale

## COOP IS PRESENT IN

**18 Regions**

**101 Province**

**1.095 Municipalities**



# COOP'S PRIVATE LABEL PRODUCTS



PRIVATE LABEL PRODUCT

> 5.100 SKUs  
2,9 billion turnover  
27,5% market sales share on Total  
Packaged Large Consumption  
products  
>500 supplier





# SUSTAINABILITY AND COMPETITIVENESS FOR COOP

**Competitiveness** for Coop cannot ignore the respect for its **values**



Competitiveness based on a policy of **price convenience** (economic sustainability), strongly pursued, but always linked to the **ethical** and **environmental sustainability of its products**.

# OUR VALUES



# 360° ACTION STRATEGY → WHOLE SUPPLY CHAIN

Coop policy does not consist of “spot” or “cosmetic” actions; it is instead applied to all possible areas of intervention **THROUGHOUT THE PRODUCTION CHAIN** :



# COOP CERTIFIED CONTROL SYSTEM

❖ 2 Bodies certify that the activities described are carried out consistently :

The control management system  
on suppliers and COOP branded  
products

**BUREAU VERITAS**

Inspection checks at suppliers and analytical checks on products in order to assess compliance with the supply specifications regarding the process requirements, the defined characteristics of the products and the health and hygiene aspects.  
inspections and analysis of controlled supply chains (farms, feed mills, production / processing plants, farms).  
use of qualified assessors and laboratories.  
validation of performance quality using the "Approved by Members" method.  
Use of materials intended to come into contact with food made without the use of PVC and other chlorinated polymers



**CERTIFICAZIONE DI PRODOTTO**

Certificato n. 4507  
Certificate n.

Il prodotto / The product

**Il Sistema di Gestione dei Controlli sui Fornitori e  
sui Prodotti a Marchio COOP**  
(rif. Disciplina tecnica DTSC di COOP Italia)

Dell'organizzazione / Of the company

**COOP Italia Società Cooperativa**

Sede Legale e Operativa: Via del Lavoro, 6/8 40033 - Casalecchio Di Reno (BO)  
Unità Operativa: Via Nottingham, 27 - 59100 Prato (PO)

E' conforme allo standard / Is in compliance with the standard:  
**DTS 007**

**Regole Particolari per la Certificazione:  
Servizio di Controllo di Caratteristiche Definite**

Nel rispetto dei seguenti requisiti / With respect of the following:

- verifiche ispettive presso i fornitori e controlli analitici sui prodotti allo scopo di valutare il rispetto del capitolato di fornitura relativamente ai requisiti di processo, alle caratteristiche definite dei prodotti e agli aspetti igienico-sanitari
- verifiche ispettive ed analisi nelle filiere controllate (allevamenti, mangimifici, stabilimenti di produzione/trasformazione, aziende agricole)
- Impiego di valutatori e laboratori qualificati
- Validazione della qualità prestazionale mediante il metodo "approvato da Sod"
- Utilizzo di materiali destinati a venire a contatto con gli alimenti realizzati senza l'utilizzo di PVC e altri polimeri clorurati

Gli allegati (1 e 2) riportano i requisiti che COOP ITALIA controlla nell'ambito del servizio di controllo certificato

Il presente certificato è soggetto al rispetto del regolamento CSQA.  
La validità del presente certificato è subordinata a sorveglianza periodica e rinnovo triennale.  
This certificate will satisfy the requirements established by CSQA.  
The validity of this Certificate depends on periodic surveillance and renewal every three years.

Prima emissione: 14.07.2006  
Emissione corrente: 29.03.2021  
Current issue  
Scadenza: 20.12.2021  
Expiry date

L'Aperto Ristruttore Delegato  
The Chief Executive Officer  
Dr. Pietro Bongio

CSQA Certificazioni Srl  
Via S. Gaetano, 74 - 36016 Thiene (VI)

**CSQA**





# OTHER COOP CERTIFICATIONS

Definition, innovation and control of the rules governing the values of COOP brand products. Design, control and improvement of COOP brand products. Evaluation, validation and control of suppliers of COOP branded products.

COOP-branded products of animal origin  
Pork meat and derivatives, Cured meats, Poultry meat and derivatives, Fish, Milk and derivatives, eggs, marked with the Origine or Fior Fiore or Benesi or Vivi Verde logo.



**ISO 9001:2015**



CERTIFICAZIONE DI PRODOTTO

certificate n. 4506

Il prodotto  
The product

Prodotti di origine animale a marchio Coop  
Carni di Suino e derivati, Salumi, Carni Avicole e derivati,  
Pesce, Latte e Derivati, Uova,  
contraddistinti dal logo Origine o Fior Fiore  
o Benesi o Vivi Verde

(elenco delle referenze riportato in allegato 1)

dell'organizzazione  
of the company

**COOP Italia Società Cooperativa**  
Via del Lavoro, 6/8 40033 - Casalecchio Di Reno (BO)

è conforme allo standard:  
is in compliance with the standard

**DTP 030**

nel rispetto dei seguenti requisiti:  
with respect of the following:

**Animali allevati con l'utilizzo di alimenti zootecnici non contenenti  
e non derivanti da organismi geneticamente modificati**  
limite massimo di presenza accidentale e/o tecnicamente inevitabile  
di DNA geneticamente modificato pari a 0.9%, calcolato sulla singola specie

Certificazione DTP 030 rev. 12 rilasciata in conformità al regolamento tecnico Accredia RT-11.  
DTP 030 rev. 12 Certification issued in compliance with the technical regulations Accredia RT-11.  
Il presente certificato è soggetto al rispetto del regolamento CSQA.  
La validità del presente certificato è subordinata a sorveglianza periodica e rinnovo triennale.  
This certificate will satisfy the requirements established by CSQA.  
The validity of this certificate depends on periodic surveillance and renewal every three years.



Prima Emissione:  
First issue: 01.06.2006  
Emissione corrente:  
Current issue: 07.08.2020  
Data di scadenza:  
Expiry date: 20.12.2021

L'Amministratore Delegato  
The Chief Executive Officer  
Dr. Pietro Bagatb  
CSQA Certificazioni Srl  
Via san Gaetano 74-36016 Thiene (VI)

Animals bred with the use of zootechnical foods not containing and not deriving from genetically modified organisms.  
Maximum limit of accidental and / or technically unavoidable presence of genetically modified DNA equal to 0.9%, calculated on the single species.



# OTHER COOP CERTIFICATIONS

Central purchasing, marketing, product development and control under the COOP food and non-food brand and logistics for non-food products







**SA 8000:2014**

## CCPB: Organic





The certificate refers exclusively to the activity indicated and authorizes the operator to issue Declarations of conformity for the products listed in the attached list only.



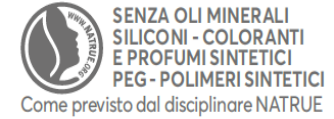


# LOGO USED IN COOP BRANDED PRODUCTS: OFFICIAL

MARK	DESCRIPTION	TYPE	PRODUCTS ON WICH IT IS INDICATED
	Organic certification	Legally defined	<p>Vivi Verde (grocery-fresh fruit and vegetable - meats)  SUB-BRAND : Crescendo, D'Osa, Fior Fiore (only GRO) if organic ingredient  Solidal (GRO and Fior Fiore) if organic ingredient .</p> <p>Logo with information relating to the operator code / control body, different origin depending on the body that certifies the suppliers</p>
	DOP certification	Legally defined	Fior Fiore: es. gured meat, cheese, specialties extra virgin olive oil , pesto
	Disciplinare IGP	Legally defined	Fior Fiore: es. piadina, vinegar, , fresh fruit and vegetables, hazelnuts, pasta (es. Gragnano), beef meat (typical eg marchigiana, romagnola), ), wines, cold cuts (mortadella, salame felino) etc.
	STG certification	Legally defined	<p>Fior Fiore: mozzarella fior di latte STG</p> <p>Vivi verde whole organic Yogurt STG</p>

# LOGO USED IN COOP BRANDED PRODUCTS: OFFICIAL





logo	Riferimento	Tipo Cogente/volontario	Prodotti su cui è applicato
	Ecolabel certification	Legally defined	Household paper tissue (handkerchiefs, napkins, kitchen towel, lg paper) Chemical detergent (Degreaser, Floor cleaner, Hand dishes, Glass & Sup. X2, Washing machine cleaner x3 (liquid, single dose, powder), Dishwasher cleaner x2 (gel, tabs) Ream
	Italian Ministerial Decree	Legally defined	Fior Fiore: UHT whole milk "Mountain product"

# LOGO USED IN COOP BRANDED PRODUCTS: THIRD PART



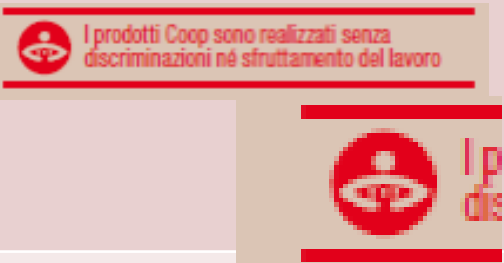

MARK	DESCRIPTION	TYPE	PRODUCTS ON WICH IT IS INDICATED
	FSC certification	Voluntary – third part mark	Home Paper Tissue (Tissues x6, Napkins x3, Kitchen towel x5, Ig paper x8), Soft napkins 100pcs, Tablecloth roll 5m, Disposable placemat x80, Ream
	PEFC certification	Voluntary – third part mark	Baby diapers
	Natrue certification	Voluntary – third part mark	Personal Care and HygieneVivi verde e Crescendo
	Fairtrade certification	Voluntary – third part mark	Solidal, Fior Fiore, Tutela (Gro, OF, Non food) : colonial (cocoa, tea, coffee, cane sugar as such or as product ingredients)
	Disciplinary Spiga barred	Voluntary – third part mark	Bene.sì: Pasta, bread substitutes, first courses, breakfast



# LOGO USED IN COOP BRANDED PRODUCTS: COOP

MARK	DESCRIPTION	TYPE	PRODUCTS ON WICH IT IS INDICATED
	No use of antibiotics- in the control management system on suppliers and COOP branded products certification	Voluntary –COOP mark	Pork, beef, cured meatsPoultry meat, eggsFish  Variable ABF period according to the species (whole life or last X months)
	Disciplinary labeling (meat) Animal welfare- Control management system on suppliers and COOP branded products certification	Voluntary –COOP mark	BeefHigh-quality fresh milk, High-quality fresh mountain milk, UHT whole mountain milk, fresh semi-skimmed milk
	Feeding without GMO- Coop product certification	Voluntary –COOP mark	All Coop animal and derivative supply chains (poultry, pork, milk, eggs, fish)
	Sustainable sourcing for fish	Voluntary –COOP mark	Preserves, gastronomy, frozen foods, fresh fish

# LOGO USED IN COOP BRANDED PRODUCTS: COOP

MARK	DESCRIPTION	TYPE	PRODUCTS ON WICH IT IS INDICATED
	Approved by members after a sensoric test	Voluntary –COOP mark	On all Coop branded SKU
	Plastic recycled content (can be different depending by the pack)	Voluntary –COOP mark	Bottle of water, beverage, home and tissue detergent etc
	Legal supply chain with no discrimination and exploitation	Voluntary –COOP mark	On all Coop branded SKU
	Bee protection	Voluntary –COOP mark	Honey

# LOGO USED IN COOP BRANDED PRODUCTS: PACK LABELLING



# ***SOME IMPORTANT PROJECTS AND THE USE OF LOGO AND DESCRIPTION ABOUT QUALITY***



# WE RAISE HEALTH

**IL NOSTRO IMPEGNO  
PER IL BENESSERE ANIMALE  
NON È SOLO SULLA CARTA.**



Coop si impegna a migliorare le condizioni di allevamento per eliminare o ridurre l'uso degli antibiotici. Così si può dare alle persone una garanzia in più per la loro salute. Per questo, il benessere animale è nell'interesse di tutti. Scopri di più su [e-coop.it/alleviamo](http://e-coop.it/alleviamo)

LA **coop** SEI TU.



**May 2017:** launch of the project for the rationalization and reduction of the use of antibiotics - up to the elimination - and for the further improvement of animal welfare and bio-safety standards in the main supply chains of its branded products.

**Overall across all supply chains  
30 MILLION ANIMALS INVOLVED**

Poultry (including turkey), cattle and calves, pigs, eggs, egg based pasta, sauces, cured meats, farmed fish

**OVER 2000 FARMS INVOLVED**

# WE RAISE HEALTH - Focus on Poultry



coop

Il Meglio della Cultura Gastronomica

## Pollo

allevato all'aperto  
italiano



ALLEVATO  
SENZA USO  
DI ANTIBIOTICI

alimentazione  
• NO OGM •

TRACCIABILITÀ TOTALE  
FILIERA DI QUALITÀ

**Pollo a lento accrescimento**

Prodotto per Coop Italia S.C.,  
Casalecchio di Reno (BO), Via del Lavoro 6-8,  
da: vedi etichetta peso prezzo.

pollo  
ITALIANO



\* ALLEVATO  
SENZA USO  
DI ANTIBIOTICI



## Origine

coop

### TRACCIABILITÀ TOTALE FILIERA DI QUALITÀ

- \* MAGGIOR SPAZIO IN ALLEVAMENTO  
RISPETTO AI LIMITI DI LEGGE.
- \* ARRICCHIMENTI AMBIENTALI QUALI  
BALLE DI PAGLIA PER FAVORIRE  
I COMPORTAMENTI NATURALI.
- \* USO DI LUCE NATURALE.

CONFEZIONATO IN ATMOSFERA  
PROTETTIVA, CONSERVA PER PIÙ  
GIORNI LA QUALITÀ DELLA CARNE.  
NON FORARE LA CONFEZIONE

\* ALIMENTAZIONE  
**NO OGM**

\* IT001EA UNAITALIA

www.e-coop.it Numero Verde gratuito  
800 80 55 80

In **February 2019**, a further goal was achieved in terms of welfare for the chicken (First and Second processing): guarantees are given of "more space on the farm than the law", "environmental enrichments such as bales of straw to promote natural behavior, use of natural light

**From November 2020** all references Fior Fiore open-air chicken (as it is and preparations / meat products) will be labeled with the description of animal welfare goals

# COOP'S ETHICAL PROJECT FOR LEGALITY: «GOOD AND RIGHT»

## COOP DICE NO AL CAPORALATO, AL LAVORO NERO, ALLO SFRUTTAMENTO

Ogni giorno Coop si impegna a garantire la **legalità del lavoro**.

Dal 1998 monitoriamo i fornitori di prodotto a marchio Coop nel rispetto dello standard SA8000, chiedendo la sottoscrizione di un codice etico e svolgendo controlli, con auditor qualificati e indipendenti. Lo facciamo perché la qualità dei prodotti è anche il rispetto dei diritti dei lavoratori. In questo impegno sono coinvolti tutti gli 800 fornitori di prodotti agricoli e oltre 70.000 aziende agricole. Ma la battaglia non si vince solo con i controlli. È necessario evitare che "la moneta cattiva" scacci la buona e che la ricerca del prezzo più basso possibile faccia a pugni con i diritti delle persone. Per questo motivo non facciamo le aste al ribasso e abbiamo relazioni stabili e di lungo periodo con i nostri fornitori. Il prezzo per il pomodoro da trasformazione che assicuriamo ai produttori del Sud è superiore di oltre il 10% rispetto a quello dell'accordo interprofessionale dell'area.

Per questo, con Coop sei in buone mani.



Scopri di più su [e.coop.it/buoniegusticoop](http://e.coop.it/buoniegusticoop)

LA **coop** SEI TU.

"Buoni e Giusti" is the Coop campaign that promotes the ethics of fresh fruit and vegetable supply chains by relaunching Coop's historic ethical commitment.

In addition to all the suppliers of branded products, more than 800 Coop's fruit and vegetable suppliers (national and local), which operate with more than 70,000 farms, were involved. The focus is on the sectors most risky in the Italian agri-food sector.

**Request for application for registration in the *Rete del Lavoro agricolo di qualità* (defined by Italian institution)** for farms in the supply chains of the branded product

**Active involvement of the suppliers of the Origine line** (risk analysis and consequent audits)

**Since 1998 OVER 2.100 INSPECTIONS** through Third Party Certification Bodies on Private Label suppliers / subcontractors - Only since the launch of Buoni e Giusti, started with 13 supply chains in the spotlight, almost 1000 checks carried out. From the beginning of the ethics project in 1998, 11 agricultural companies have been suspended; since 2015, they have been 4.

**Controls continue to affect other supply chains on the basis of risk analysis**

# FOCUS: COOP INDUSTRIAL TOMATO SUPPLY CHAIN GUARANTEES



Tomato → 100% ITALIAN ORIGIN but also:

1. **Chemical residues** much lower than the **limits** established by **law** (-70%)
2. Application of **cultivation methods that respect the environment and the territory**
3. **Knowledge and control of the entire production chain**
4. **Additional checks by Coop on workers' rights, safety, ethics and legality extend to the farms**

**Certification : by external certification bodies BV and CSQA**

**Coop does not use any reverse auctions**

**Strict selection of the suppliers**

**Planning about quantities that will be withdrawn**

**Long-term contractual relationships with suppliers**

**Fair price guarantee for farmers**


**IL LAVORO NERO  
DÀ SOLO  
PESSIMI FRUTTI.**

**SCEGLI I FRUTTI  
DELLA LEGALITÀ.**








# COOP'S ETHICAL PROJECT FOR LEGALITY: «GOOD AND RIGHT»: LABEL

**DOPPIO CONCENTRATO di pomodoro**  
**100% ITALIANO**

**Controllo di Coop sul rispetto dei diritti dei lavoratori estesi fino alla fase di raccolta sul campo**

**Metodi di coltivazione rispettosi dell'ambiente e conoscenza della filiera**

**-70%** **Residui chimici inferiori ai limiti della legge**



Il sistema dei controlli Coop è certificato da Bureau Veritas Italia (cert. n. 120007) e controlla (cert. n. 120007) i prodotti Coop.

**INGREDIENTI:** pomodori. **ORIGINE DEL POMODORO:** ITALIA.

Da consumarsi preferibilmente entro fine: vedi fondo.

Una volta aperto, ti consigliamo di conservare il prodotto in frigorifero e di consumarlo entro 15 giorni.

Prodotto per Coop Italia S.C., Casalecchio di Reno (BO), Via del Lavoro 6-8, da Conserve Italia Soc. Coop. agricola, nello stabilimento di: vedi sigla sul fondo del contenitore: J3 - Albinia (GR) S.R. Maremmiana, 104, J10 - Mesagne (BR) Via Vecchia Brindisi.

Etichetta Ambientale

**440g e**

LATTINA  
ACCIAIO - FE 40  
Raccolta ACCIAIO




Servizio Clienti  
800 80 55 80  
[www.coop.it](http://www.coop.it)

Verifica le disposizioni del tuo Comune.


 I prodotti Coop sono realizzati senza discriminazioni né sfruttamento del lavoro

VALORI NUTRIZIONALI MEDI	per 100 g e per porzione
ENERGIA	460 kJ / 109 kcal
GRASSI	0,3 g
di cui ACIDI GRASSI SATURI	0,1 g
CARBOIDRATI	19,5 g
di cui ZUCCHERI	13,1 g
FIBRE	2,7 g
PROTEINE	4,3 g
SALE	0,13 g

La confezione contiene 4 porzioni



**DOPPIO CONCENTRATO di pomodoro**  
**100% ITALIANO**

**DOPPIO CONCENTRATO di pomodoro**  
**100% ITALIANO**

**Origine**  
TRACCIABILITÀ TOTALE  
FILIERA DI QUALITÀ

**440g e**

**8001120760029**

Campaign launch from June 2018

- **PLASTIC REDUCTION** from all branded products (absolutely and with the use of recycled)
- **SUBSCRIPTION PLEDGING CAMPAIGN EU COMMISSION** (the only one italian retailer invited as speaker at «Circular Economy stakeholder conference – march 2019): the goal is to achieve in 2025, with progressive steps, the use of 6,400 tons/year of recycled plastic instead of virgin
- **CPA-CIRCULAR PLASTIC ALLIANCE SUBSCRIPTION:** in September 2019 among the first 107 signatories
- **RECYCLABLE / COMPOSTABLE / REUSABLE PACKAGING**
  - ViviVerde line products by the end of 2019 (OBJECTIVE REACHED)
  - All Coop-branded products by the end of 2023
- **ELIMINATION OF MICROPLASTICS ADDED IN COSMETICS AND DETERGENTS FROM THE COOP BRAND PRODUCTS**
- **RELAUNCH OF OUR POLICY ON PACKAGING**
  - general simplification
  - absolute quantity reduction of material
  - pack vs product weight ratio
  - use of recycled materials vs virgin homologous
  - use of recyclable materials (preferred to monomaterial)
  - use of refills as an alternative to virgin materials
  - confirmation of information labeling



# HINGE TOWARDS CONSUMERS: NOT ONLY CAMPAIGNS

**2007**-INFORMATION LABELING WE WERE THE FIRST TO DO IT  
INDICATION OF MATERIALS USED TO PROMOTE SEPARATE WASTE COLLECTION

In this way, the circular economy is favored by favoring the recycling of materials and thus helping to counter the increase in the quantity of materials by centralizing the leading role of the consumer.

Decree 030920 n 116  
Transposition dir:2018/851  
waste2018/852 packaging  
and waste



Sigla: indica in gergo tecnico la tipologia di materiale

Cos'è: indica la tipologia di materiale

Dove va: segnala dove è opportuno gettare il rifiuto



5. Tutti gli imballaggi devono essere opportunamente etichettati secondo le modalità stabilite dalle norme tecniche UNI applicabili e in conformità alle determinazioni adottate dalla Commissione dell'Unione europea, per facilitare la raccolta, il riutilizzo, il recupero ed il riciclaggio degli imballaggi, nonché per dare una corretta informazione ai consumatori sulle destinazioni finali degli imballaggi. I produttori hanno, altresì, l'obbligo di indicare, ai fini della identificazione e classificazione dell'imballaggio, la natura dei materiali di imballaggio utilizzati, sulla base della decisione 97/129/CE della Commissione.

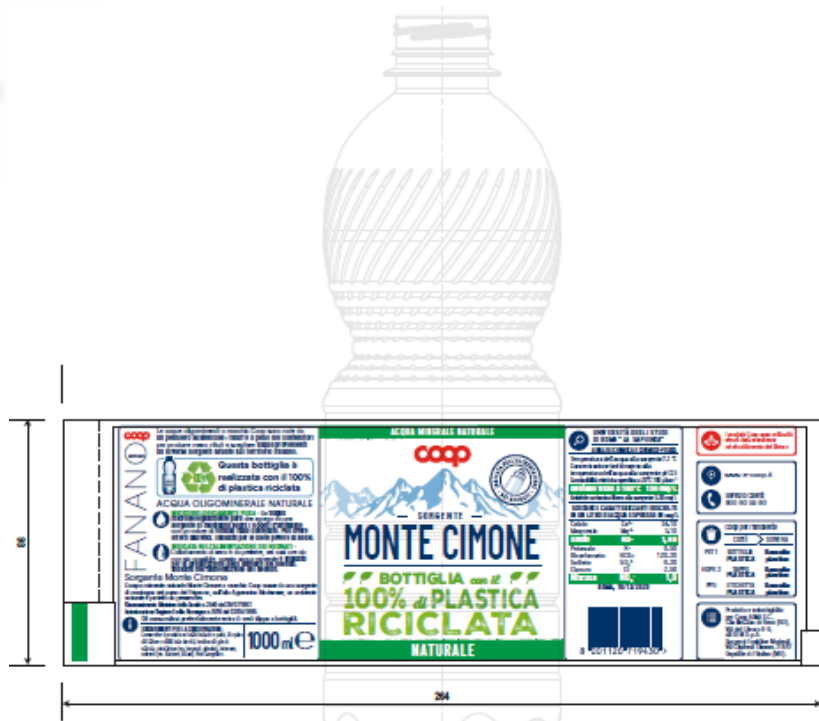
5-bis. Il Ministro dell'ambiente e della tutela del territorio e del mare di concerto con il Ministro dello sviluppo economico può stabilire un livello rettificato degli obiettivi di cui all'Allegato E, per un determinato anno, tenendo conto della quota media, nei tre anni precedenti,



TODAY WE INDICATE ON THE LABEL, IF THE SPACE ALLOWS IT, ALSO THE CONTENT OF RECYCLED MATERIAL AND FROM RENEWABLE SOURCES  
THE INDUSTRIAL WASTE MATERIAL IS ALSO ENHANCED



# COOP FOR THE ENVIRONMENT: LABEL





# COOP HIGH SUSTAINABILITY AGRICULTURE

Within the Coop project for the environment we are pursuing the environmental sustainability of fresh fruit and vegetables under the Coop brand with highly **sustainable agriculture with the use of precision agriculture**

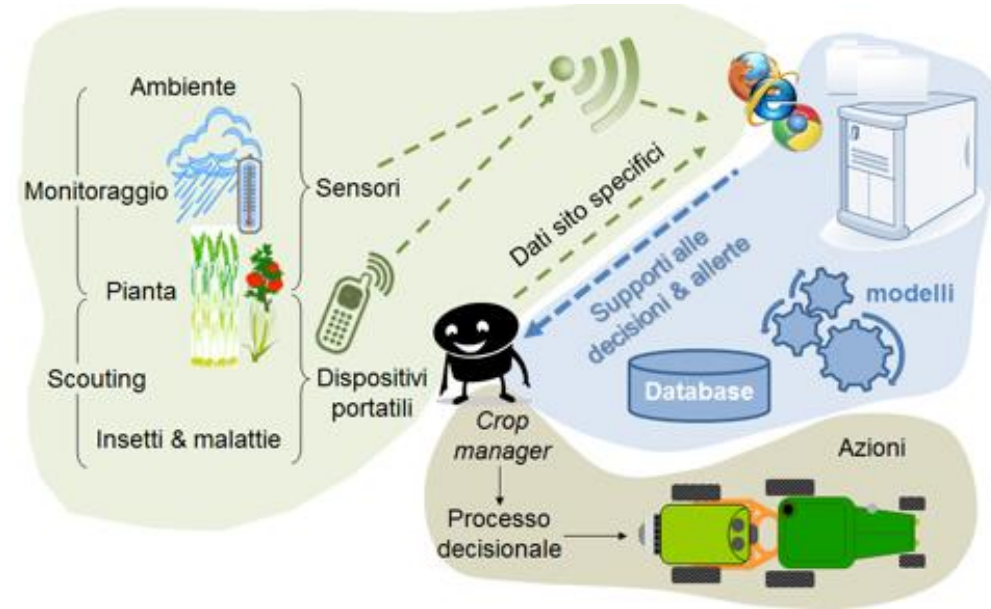
Aims:

- reduction in the use of water
- reduction in the use of fertilizers
- reduction in the use of pesticides

To consider some basic outline elements:

the historical management and knowledge of the Coop branded fruit and vegetable supply chains and partnership relationships with suppliers

The specific knowledge of the soil, of the plants for individual areas, as well as of **other data allows to use with precision all the information collected for a targeted distribution, only when and where needed and in the necessary quantities, of: water, fertilizers, plant protection products.**



# COOP AND THE BEES: everything starts from here ... a long love story

In the fields of the Coop fruit and vegetable supply chains, we improve the habitat of bees by reducing pesticides that are harmful to them, promoting organic farming and inviting farmers to host hives with honey bees and shelters.

- Thirty years of commitment to reduce pesticides
- Since 2010 we have been limiting and in some cases prohibiting the use of neonicotinodes, molecules that are particularly toxic for bees, in our supply chains
- In the campaign launched 2 years ago we eliminated other chemical molecules (among the last 4 also glyphosate harmful to bees)
- We have been promoting organic farming since 1999 (about + 30% more biodiversity than conventional and it is advantageous for pollinators)
- We invite farmers to host hives with honey bees and shelters and today we already care for over 1 billion bees in our supply chains
- The 7,500 farms that produce in Coop supply chains have been sensitized over time and are required to allocate 3% of arable land to hedges and flowers to improve the habitat



Per questo ci prendiamo già cura di oltre 1 miliardo di api perché anche da questi piccoli insetti impollinatori può dipendere fino al 75% delle colture alimentari mondiali. Nei campi delle filiere ortofrutticole Coop miglioriamo l'habitat delle api riducendo i pesticidi per loro dannosi, promuovendo l'agricoltura biologica e invitando gli agricoltori a ospitare alveari con api da miele e rifugi. Un altro passo per continuare ad avere prodotti Coop all'insegna della biodiversità.



UNA BUONA SPESA PUÒ CAMBIARE IL MONDO.

LA **coop** SEI TU.



# THE "EVERY BEE MATTERS- OGNI APE CONTA" PROJECT

The largest project ever to protect and study bees in Italy involving the entire supply chain.

An innovative, multi-year project, in collaboration with COOP, its suppliers of branded fruit and vegetable supply chains, CONAPI, LifeGate and the University of Bologna.

In addition to hosting and protecting over a billion bees, both honey and wild, a large-scale scientific research is launched that involves the entire supply chain for the first time: Coop, Farms, Beekeepers, Universities and Media for dissemination

## Protocol and application guidelines defined

**LIFEGATE**



Over 1 billion  
bees protected



+1.000 beehouses



100  
farms



100  
beekeeper





# PROJECT «EVERY BEE MATTERS»: DISCLOSURE AND AWARENESS

## TESTIMONIAL PRODUCT WITH LOGO

National promotion at the same time with World Bee Day: May 20 - June 2

### Story on Bees and Biodiversity.

Promotion on Witness Products:

Coop Italian Millefiori Honey gr. 500

Lime Blossom Honey

CITRUS Flower Honey

All Italians

Special edition of the *1000flower Coop Honey* from the second half of June with a seal bearing the logo “Every bee counts” and a QR code that refers to the site with the relaunch of the digital content of the project [www.ogniapeconta.it](http://www.ogniapeconta.it)



On 20.05 - coinciding with the world day of bees and the promotional launch - T SHIRT AS A GIFT to those who buy Honey on Offer





# CONCLUSIONS

Also in relation to *Commission communication — eu best practice guidelines for voluntary certification schemes for agricultural products and foodstuffs* :

- For Coop is **very important to make the consumer more aware** concerning the quality of products and it could be done by providing reliable and trustworthy information on product/process characteristic
- About the **quality of products** is necessary to maintain the **maximum of attention**
- By our point of view **voluntary certification schemes are very important** and useful and this is the reason why Coop very often adopt them also to give guarantee on proper values.
- **Voluntary certification schemes could assure standards and protect liability and reputation** for product and relative label claims
- It is **important to consider these trends at a political level** also because of the big impact on the supply chain

**THANK YOU VERY MUCH FOR YOUR  
ATTENTION!**

***chiara.faenza@coopitalia.coop.it***