



*A snapshot of my
shopping basket
and the
opportunities that
have crossed my
path*

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Head of Agriculture Co-op



My Journey



My Background

University
Manufacturing
Retailers
Co-op Technical



Customer & Co-op

The Co-op
Customer trends &
performance
Food Firsts



Our Commitments

Retailing
responsibility
British
Community



What's Next

Future of Co-op
Pioneering
Activities in
Agriculture



My Journey



Key Learnings

- ❖ Academic route does not limit your future
- ❖ Take opportunities when they arrive
- ❖ Experience is fundamental
- ❖ Be practical
- ❖ Customer and market is king





The Co-op



- ❖ The Co-op
- ❖ Our customers and trends
- ❖ Market Performance

Destined To Be Different Since 1844

We're one of the world's largest consumer co-operatives, owned by millions of members

We're founded on a set of values and principles describing a different, fairer and better way of doing business

We have around 3000 and supply an additional 1000 through our Buying Group

We recently relaunched our membership scheme, which gives back to our communities

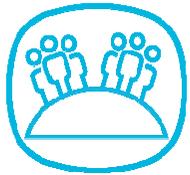


8 key trends accelerating and helping to shape convenience shopping

Structural Trends



More smaller households



Population getting older



More diverse population

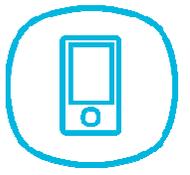


Growing urban population

Lifestyle Trends



Spending wisely



More technology



Faster pace of life



Greater health awareness



Customer demand - an appetite for ethics

Listening to our shoppers is vital to shaping our policies and offer. One third of our shoppers claim to shop with us because of what we stand and our ethics.

Co-op shoppers' priorities...



British farming



Healthy eating



Animal welfare



Increasing priority

Other shopper priorities include..

- Honesty & transparency
- Fairness
- Food waste
- Local sourcing
- Environmental impact





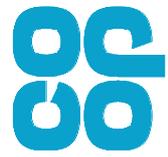
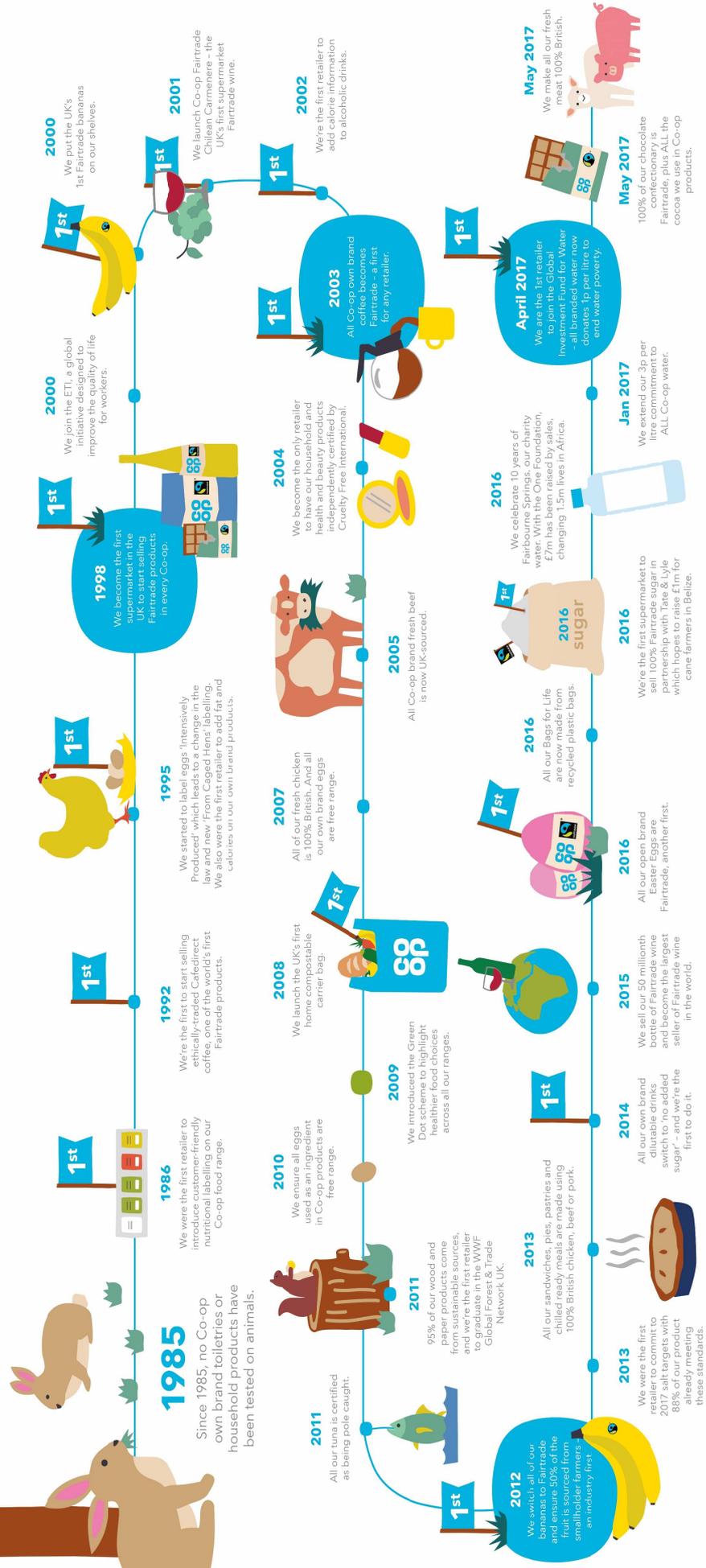
2017 Highlights





Food Firsts

Co-op have always lead the way on the food issues that matter the most to our customers and Members. Here's a snapshot of our proudest achievements. And of course, there's more to come!





Retailing responsibility



- ❖ Food & Farming Journey
- ❖ Co-op Agricultural Strategy
- ❖ Our sourcing

British

Animal Welfare

Telling our story

Farming Group Development

Education

Agriculture Strategy

Youth

R&D

Antibiotics

Environment

Team Development



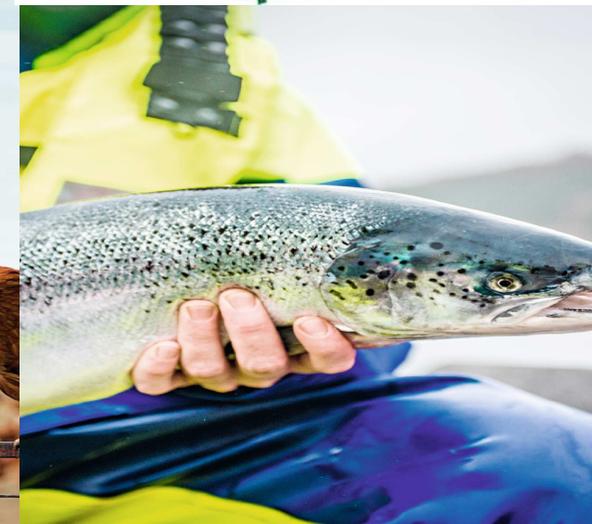
Farming Groups – working with local supply chains

We remain committed to developing our farming groups with significant progress made to date

In 2016 we extended our Farming Groups to cover eggs, turkey, standard beef and lamb

Our farming groups progress through our pillar model

Scottish Salmon farming group launched last week and we Produce roadshows in Autumn



The Co-op Pillar Model

Health, welfare & quality	Co-operative brand	Sustainability	Environmental	Ethical & training
Agricultural KPIs	Attendance at producer group meetings	Water/electricity usage & conservation	Carbon footprint assessments	Ethical component
Audit performance	Community awareness/membership	Alternative energy practices on farms	Water pollutions controls	Formal training & development programmes
Quality & consistency	Engagement with The Co-operative Food	Alternative soya usage/ Soya from responsible source	Environmental scheme memberships	Apprenticeships
Research & development	Hosting of producer group farm visits	Local sourcing of materials	Pesticide/ Heavy metal usage on farms/diets	Industry scheme memberships

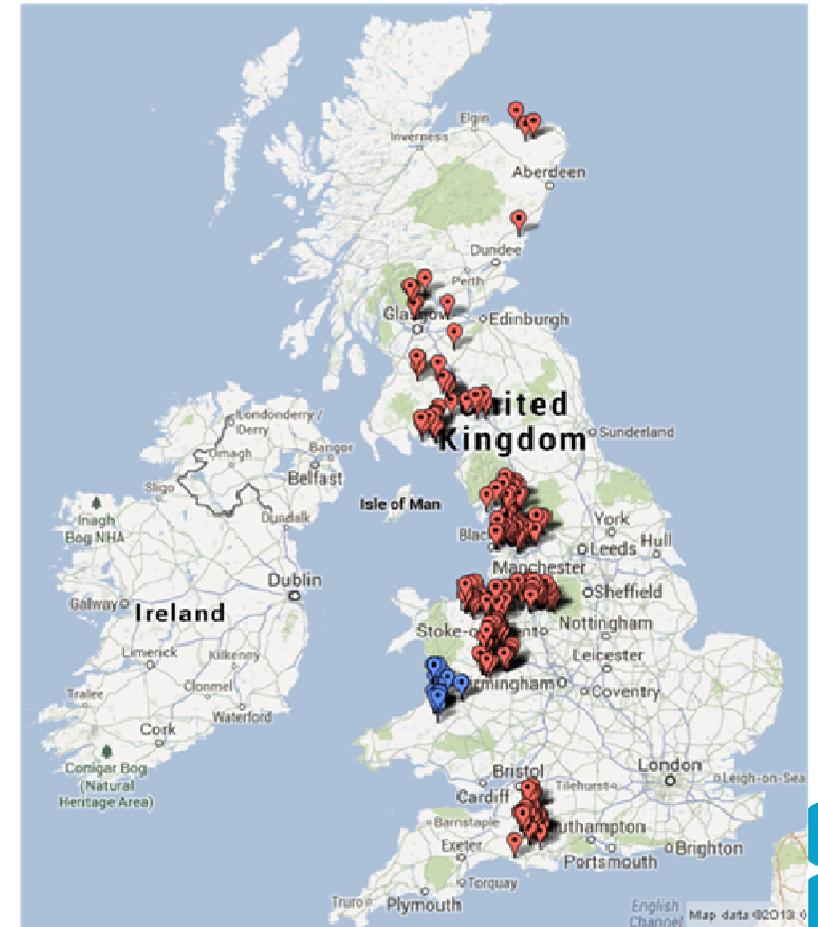


2011- Co-op Dairy Group

- Launched in August 2011.
- 6 milk-fields - throughout England, Scotland & Wales
- Committee of 6 farmers (South West, North West, Cheshire, Wales/Shropshire & Scotland). Chairman Terrig Morgan
- 192 Active farmers in the group producing 325 million litres milk per year to satisfy Co-op's demand
- Farms record monthly data on key performance indicators which are used in the above business groups to help farmer make improvements



**Milk &
Ingredients**



Animal Welfare

Our commitment

We are committed to creating products that have been produced to good animal welfare standards, regardless of your budget

Performance benchmark

We take part in 2 external benchmarking surveys – BBFAW and CIWF Retailer survey

Compliance

We monitor the compliance for animal welfare, pillar performance and quality measures from our Farming Group Farms

What have we been doing in 2017?

We have undertaken customer research into animal welfare

Re-launching the Co-op Animal Welfare data platform for measuring compliance and benchmarking our farm performance

We have implemented continuous improvement plans for all species

Taken part in external benchmarks such as BBFAW and CIWF retailer survey



Animal Welfare (Dairy)



- 14 local **business group meetings** held 3 times per year with Kite Consulting. These help farmers share knowledge and learn from each other - to improve animal welfare and become more efficient
- Comprehensive **animal welfare policies** (Animal cloning, animal feed policy, animal testing, farm assurance, antibiotics, confinement & intensive systems, **Grazing**, growth promoters, routine mutilations, travelling distance and time, and grazing.
- **Grazing** – Policy in place – “Dairy cows and followers should have access to pasture when the weather allows.”
- **Co-op Pyramid System**- captures quarterly animal welfare KPIs per farm
- We pay for 2 x **vet visits** per farm per year
- **R&D Programme**- BVD



Kite





Co-op Integrated Calf Scheme

Our vision is to integrate our dairy and beef supply chain to improve welfare, optimise supply, improve our traceability credentials as well as providing consistent, high quality products for our customers

Launched in September 2015

Scheme launched in partnership with our long term suppliers ABP, Dunbia and Muller Milk and Ingredients

4022 calves in the scheme to date

56% of dairy farms engaged in the scheme





 Scunthorpe

R&D

Launched our R&D programme with FAI in 2015

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Our concept farms are in place to research key ongoing challenges within the agricultural supply chain, such as animal welfare, disease, antibiotics challenge and sustainability

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Sponsored Agri Innovation Den with Briefing Media

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We are exploring the use of Qualitative Behavioral Assessment (QBA) as a tool for the management of commercial poultry

Member of

 CIEL

12 research projects in place to date across our supply chain

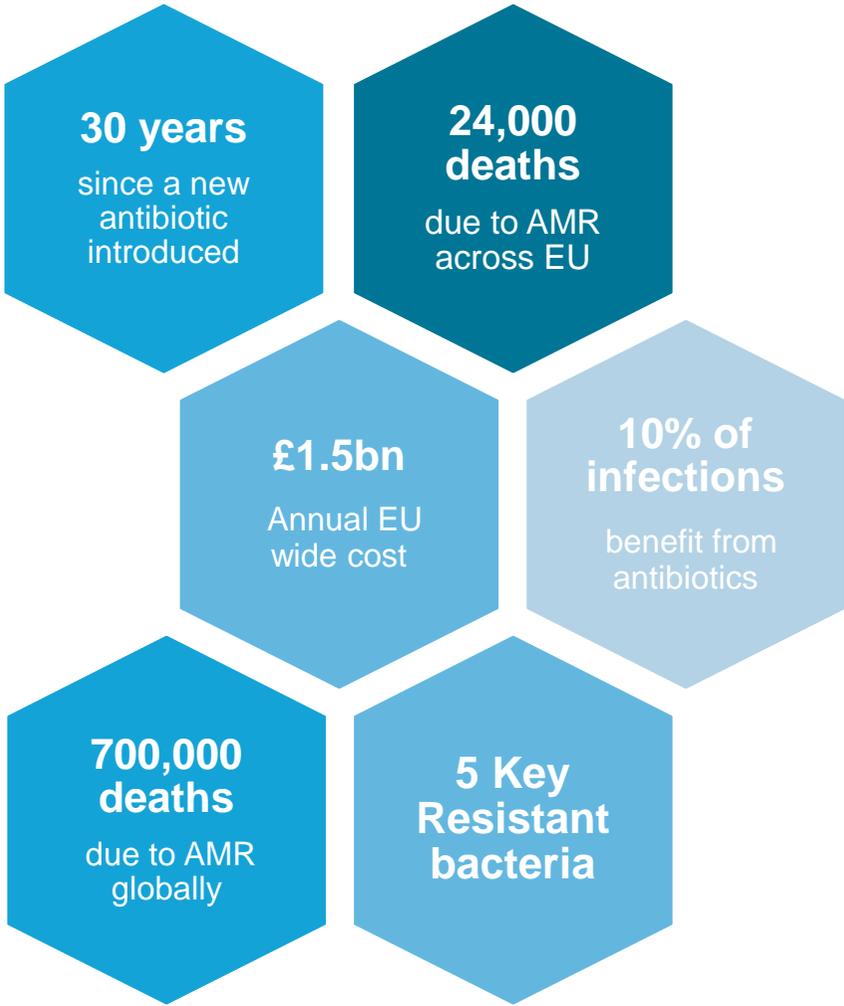


AGRI INNOVATION DEN
- UNING FARMING'S FUTURE

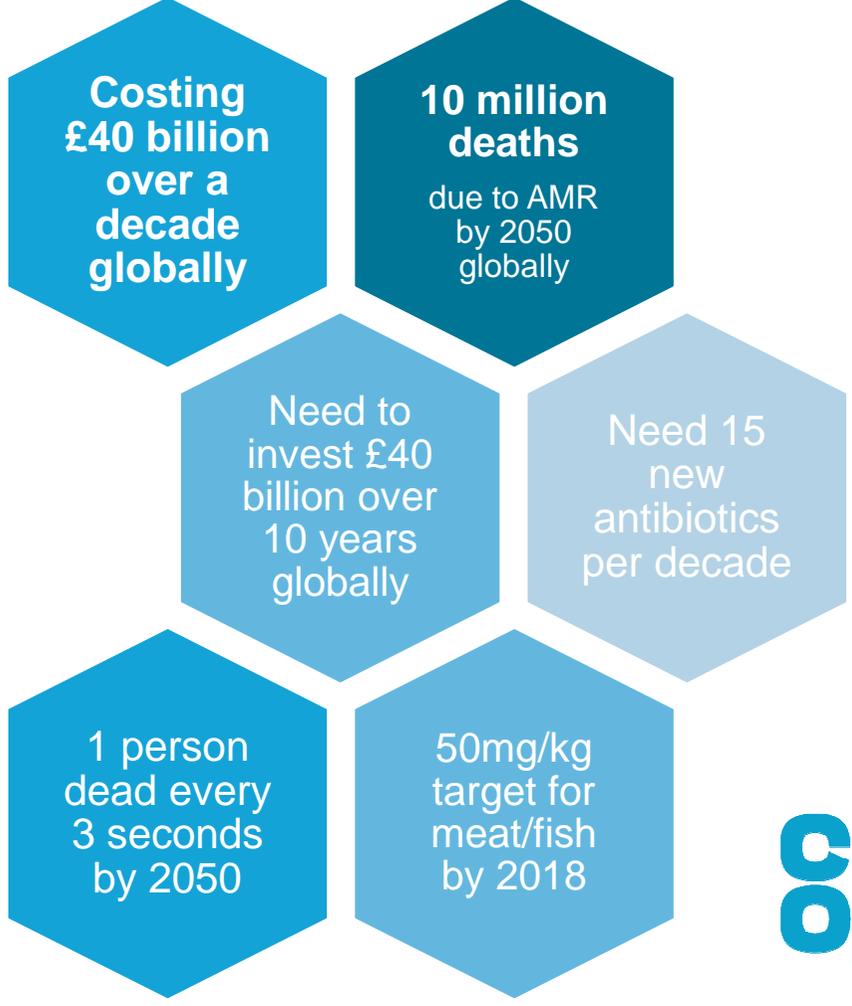


Antibiotics and the challenge ahead

Current



Future



Antibiotics Animal Daily Dose

The Process

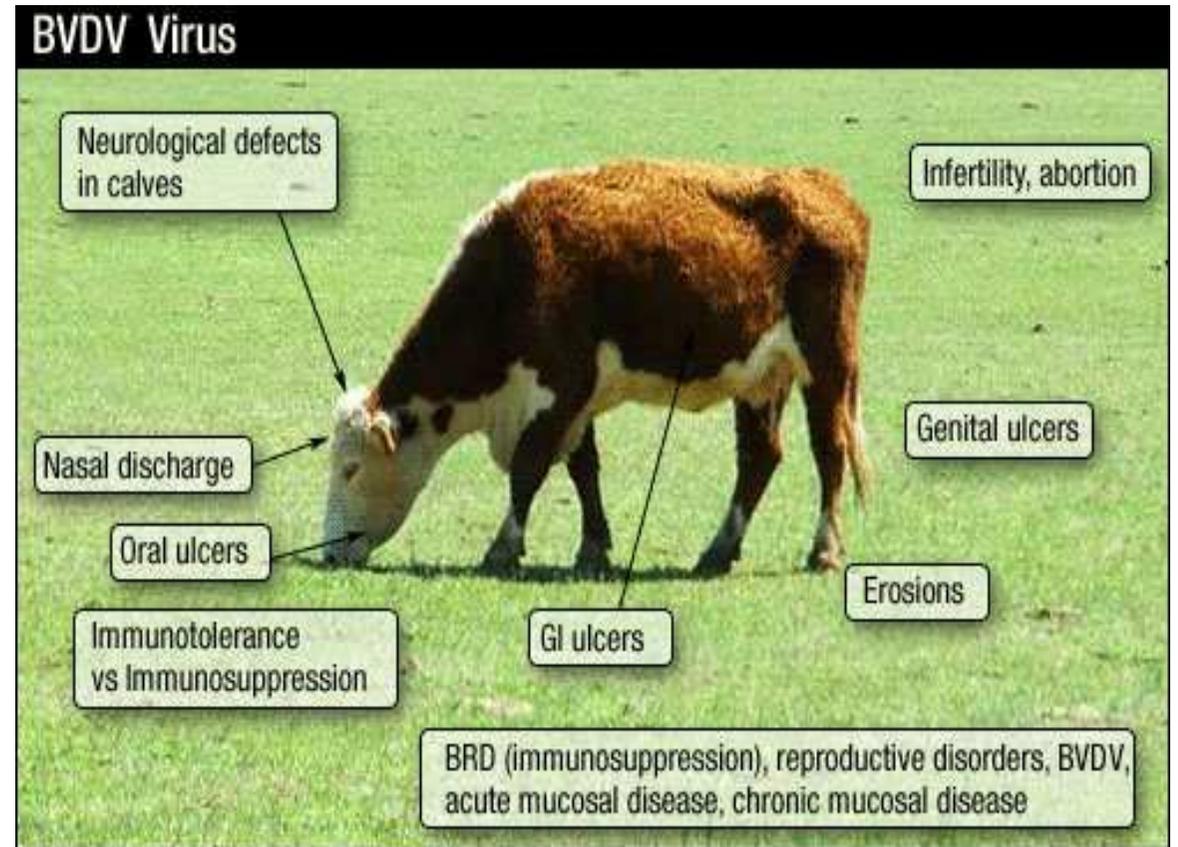
- All antibiotic sales dedicated to the dairy herd are captured
- Treatment protocols are applied which gives a number of doses
- This is divided by the average herd number for that year to give an ADD Animal daily Dose

SolwayVets
Improving farm health

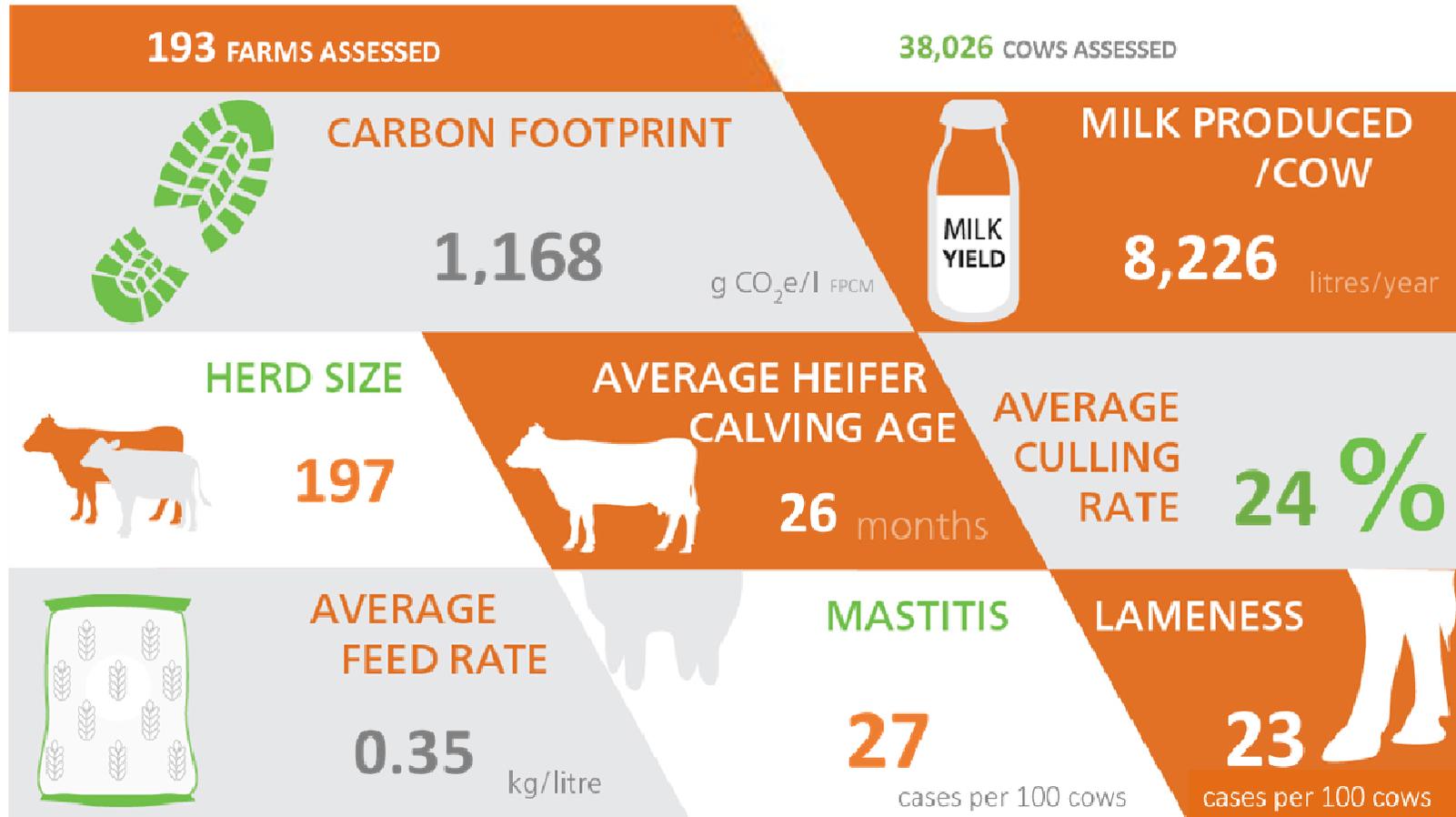


BVD Project

- Has vaccination worked 20 years on?
- A costly disease for dairy farmers
- One of the easiest and most cost-effective to eradicate.
- On a farm with active PIs, research shows for every £1 you spend on eradication it will deliver £10 in improved production.
- Our aim is for the Co-op dairy group to be BVD free in three years.
- Working together with farmers, vets & NML we can achieve this.



Co-op Farming Enviro-Map





100% British



- ❖ British and our pledges
- ❖ Ripple effect
- ❖ What's next

100% British – Our Sourcing

Fresh meat	Beef	Lamb	Chicken	Pork	Turkey	Eggs
Pioneer	 100% British Red Tractor	 100% British Red Tractor	 100% British Red Tractor	 100% British Red Tractor	 100% British Red Tractor	 100% British Free Range
Irresistible	 100% British Red Tractor Hereford & Angus	 100% British Red Tractor & Cambrian Lamb	 100% British RSPCA Assured	 100% British RSPCA Assured	 100% British Red Tractor	
Dairy	Milk	Cheese	Yogurt	Butter	Cream	
	 100% British Red Tractor	 Own brand Cheddar uses 100% British Red Tractor Milk	 Own brand Yogurts use 100% British Red Tractor Milk	 Own brand Butter uses 100% British Red Tractor Milk	 Own brand Cream uses 100% British Red Tractor Milk	

Priority 1
Clarity & honesty

Consumers want to know that the food they are eating has been produced in the UK and not just packed here

Priority 2
UK Farmed

Shoppers prefer meat and poultry to be from UK farms

Priority 3
Affordable

Purchasers want quality British products at value for money prices

Priority 4
Supportive of the economy & community

UK sourcing pumps money back into the economy

Freshly prepared

All British Sandwiches*
Chilled Pies
Chilled Ready Meals*

*excluding continental varieties





British







Community

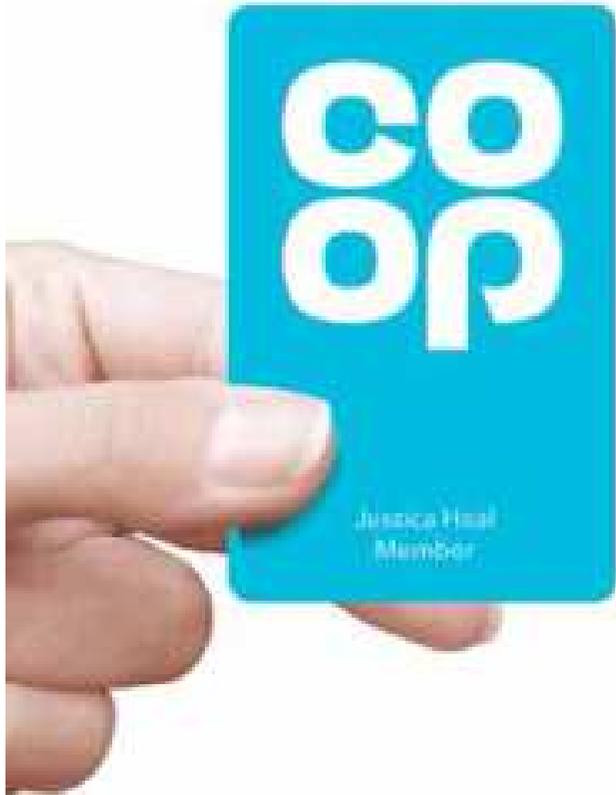


- ❖ Membership Offer
- ❖ Local communities
- ❖ Activities



Membership

So if I'm a member



when I choose Co-op products and services



I benefit



and my community benefits



You're making a £9 MILLION difference to local causes

Together we can make great things happen in your community

#TheCoopWay



Join us





Swindon

Jo/M
11:22

Open Farm Sunday 2017



Denbighshire

Open Farm Sunday 2017

Open Farm Sunday





Pioneers in Agriculture



Our success

7 Farming Groups with over 400 farmers	5 Pillar Framework across our Farming Groups	Animal Welfare compliance 92%, BBAFAW Tier 2	Measure, Report, Evaluate and Refine all data	100 Farming Pioneers by 2019
Co-op Farming Enviro-map active	R&D programme with FAI	Calf Integrated Supply Chain (Grocer Gold Finalist)	Responsible Fish Policy	100% British fresh meat
Supply Chain partners with long term relationships and contracts	Recognised in the industry as innovative & sourcing responsibly	68% Gold & Silver Farms	73% Farming Group pillar achievement	77 Farming Apprentices
#CoopWay Magazine, videos, articles, social	Industry Sponsorship – Agri Innovation Den, and Farmers Weekly Awards	British Food Fortnight Love British Food partner	7 Open Farm Sunday Farms, 3 Agricultural Shows,	



What's Next for 2018?



Responsible supply chain



Supporting British Farming



Education and youth



Sustainability principles and impacts



Empowering rural communities

