

# FIPs: supply chain expectations

Katie Keay, 29 March 2023



- Introduction
- Commitments to sustainability
- Co-op shoppers
- How we engage in FIPs
- Questions



# About Co-op

- UK's largest consumer cooperative, >4m active members, presence in every postal area in the UK
- Our Vision is “Co-operating for a Fairer World.”
  - Fairer for our Colleagues;
  - Fairer for our Members and Communities, and
  - Fairer for our Planet.
- Major food retailer, focus on convenience



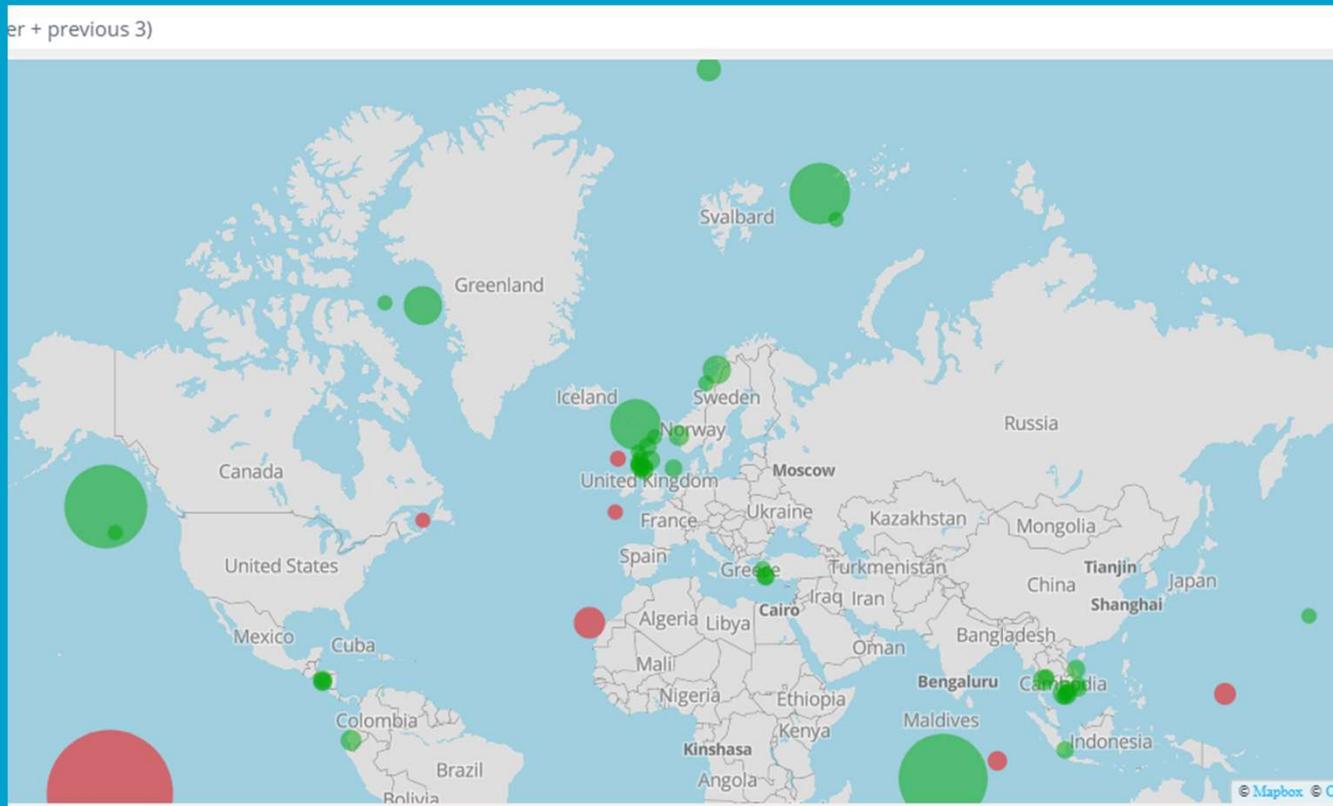
# Partnerships

SSC codes of conduct:

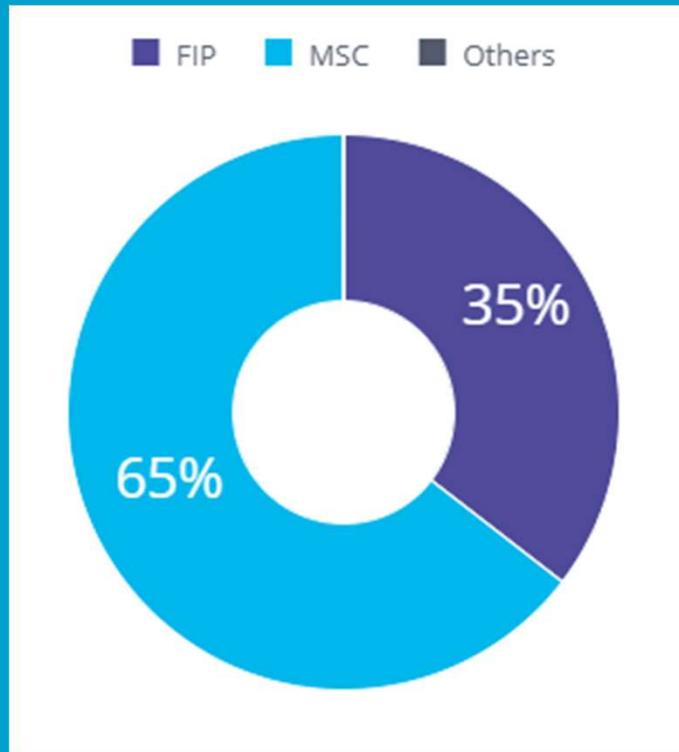
- Responsible sourcing
  - Risk assessment
  - Actions
  - Move towards sustainability
- Environmental labelling
  - Responsibility
  - Sustainability



# Our fish has a global footprint



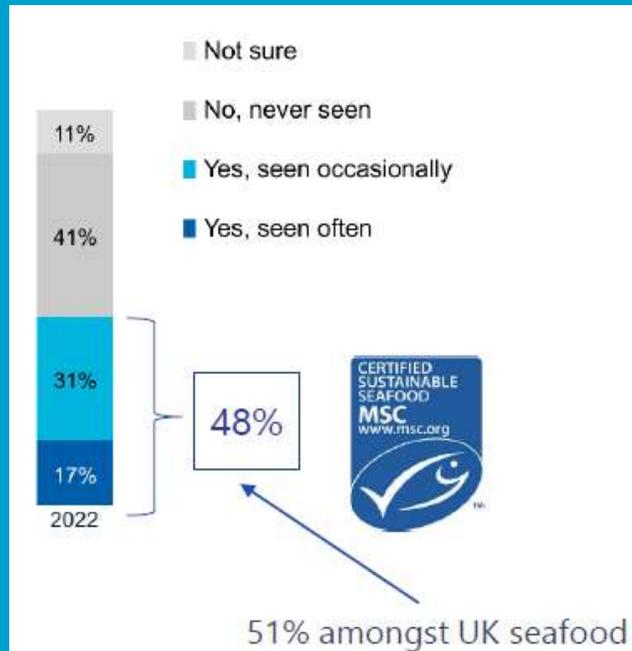
# Certified fish at Co-op



In 2021/22: £1.25bn spent on MSC products by UK consumers. Of UK retail wild fish sales:

- 51% by value
- 54% by volume

# Awareness of MSC label



- Independent assurance
- Communicates good business practices
- Enhances our consumer brand and reputation
- 5% of our logo licensing fees go into the Ocean Stewardship Fund
- A simple tool that helps consumers make environmentally responsible choices

# UK retailers and MSC logo use



**72%** (vs 56%) said  
“ecolabels on fish **raise  
my trust and  
confidence** in the  
brand”

**43%** (vs 36%) **would  
buy more seafood**  
with an ecolabel on the  
packaging

**51%** (vs 42%) said they *would buy more  
sustainable seafood* to help protect fish in our  
oceans

**71%** (vs 61%) said  
*“by buying ecolabelled fish I  
am helping ensure there will be  
fish for future generations”*

**51%** (vs 35%) said **“buying products  
with ecolabels excites me”**

# How and why we engage in FIPs

## How:

- Direct funding
- Supply chain advocacy e.g. written statements
- Participation in meetings
- Videos and communications to highlight best practice
- Visiting fisheries and respective parts of the supply chain we source from

## • Why:

- To support industry improvements for sustainable communities and businesses
- Sustainability makes good business sense
- To demonstrate responsible behaviour
- To move towards all wild-capture fisheries we source from being MSC certified
- Our shoppers expect it



# Building and keeping trust

- Hard to earn, fast to lose
- Multi-stakeholder partnerships can contribute to this and we see it as a collective responsibility.
- We are open and keen to support all FIPs making progress within a credible timeframe
- We will review our sourcing decisions at the end of the FIP timeline and we have a preference for MSC certified seafood.



**Thank you**

