



“Basel Criteria” for Responsible Soy Production, results of a collaboration with WWF Switzerland

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Non GM-Feedstuff and European GVO-Free Regions

Coop as a company

- 1,546 sales outlets
- 45'500 employees (3rd largest employer)
- Sales of 14,699 billion CHF in 2006
- Organized as a cooperative: 2.4 million households are members
- Brand-name products & Coop own brands
- Strong flagship labels
- 15,4 % market share (21.0% in food and 10.3% in non food)
- No. 2 in Switzerland



Coop's sustainability principles

- Coop is committed to environmentally and socially responsible products
- Coop gives preference to suppliers that employ particularly ecological or socially responsible production methods
- Coop promotes actively sustainable innovation through the Coop Naturaplan Fund
- Coop defines measurable and controllable sustainability goals with costs and risks in mind when setting our corporate objectives





Meat and eggs from humane animal husbandry with access to range

- Exclusively Swiss origin
- Regular access to range
- Straw-covered bedding
- More space per animal
- No genetically-modified animal feed
- High shares of sales:
 - Beef 76%
 - Porc 74%
- Inspections by independent organizations:
 - Swiss Animal Welfare
 - Association beef.control
 - SGS AgroControl



Feed requirements for Coop label programmes



- Sustainably produced meat calls for sustainably produced feed:
 - Good agricultural practices
 - crop rotation, soil protection, animal welfare
 - No destruction of valuable tropical forests
 - Workers rights, no child or slave labour

WWF Switzerland and Coop a partnership for responsible soy



- Project financed by Naturaplan Fund 2004 to 2006
- Background studies on the loss of living space owing to soy production
- Drawing up criteria for sustainable soy production
- Feasibility study and clarification of costs
- Multi-stakeholder process for local adjustment of criteria
- Seminars to present the Basel Criteria to stakeholders along the supply chain
- Assistance with setting up the RTRS
- Benchmark study of existing standards covering the Basel Criteria

The Basel Criteria for Responsible Soy Production

August 2004

Prepared by ProForest for Coop Switzerland in
cooperation with WWF Switzerland.

The “Basel Criteria” for responsible soy production



- Legal compliance with all relevant laws
- Technical management: Maintaining soil and water quality with appropriate growing methods such as crop rotation and integrated production
- No use of GMO plant material
- No conversion of primary vegetation and high conservation value areas after 31 July 2004; Compensation measures for land converted between 1st January 1995 and 31st July 2004
- Social management: Workers’ rights, welfare and security, land tenure, prohibition of child and forced labour, clear land-use rights
- Continuous improvements
- Independent verification of compliance with the criteria
- Product traceability

The “Basel Criteria” for responsible Soy production



- The Basel Criteria include the social, ecological and cultivation-related aspects
- They take existing standards for good agricultural practice such as GlobalGap into account.
- They include the ILO social requirements and address important issues that are arising.
- They actively address current problems of deforestation
- They can be implemented in modular fashion
- Two Standards – ProTerra and Grünpass – fulfil the requirements of the “Basel Criteria”

Where are we today?

- A first ship with soybean meal arrived June 2006 imported by fenaco under the brand “Proforest”
- The vision is that within 2 to 3 years only sustainably produced GMO-free soy is used in Swiss meat production
- In between Coop finances the additional costs (price difference between GMO-free Soy and Basel Criteria certified Soy) directly for the amount of Soybean meal required by our Naturafarm programs



Responsible soy production globally



- In November 2006 the Round Table on Responsible Soy Association RTRS was founded (63 members to date)
- RTRS is a multi-stakeholder initiative with 3 membership groups
 - Producers / Trade & Finance / Civil Society
- The RTRS objectives are to
 - facilitate a global dialogue and reach consensus among stakeholders
 - be a forum for developing and promoting a standard for responsible soy production
- In October 2006 the Principle, Criteria and Verification Development Group produced a first document for public consultation
- www.responsiblesoy.org

Why don't you join?

- For Switzerland with its high ecological standards a responsible feed procurement is a competitive argument.
- GMO feeds are "still" no subject in Switzerland
- Global warming is a fact and will force everyone to act in a responsible way

