Carrefour

Trademark:
Opportunities & Challenges.

Carrefour Group

- Operation in **over 30 countries**

- **A complementary multi-format retailer**:
  - Hypermarket, Supermarket, Convenience, Cash & Carry
  - over 9,870 stores

- **Market position:**
  - **No 1 in Europe**
  - **No 2 worldwide**

- 78% of our own branded food products are purchased **locally**

- Sustainable development is at the heart of Carrefour's strategy:
  - Including Sustainable Development in the **management of our activities and business**
  - Promoting Sustainable Development among customers **in our stores and by our products**

- A sustainable development commitment for 20 years

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Our vision on palm oil

• Palm oil is used in many products and is one of the oil with the best yield in the world.

• We believe that palm oil will continue to be used around the world.

Ensuring a sustainable palm oil production is the only way to deal with the issue on a global perspective.

Our objective: using 100% CSPO in Carrefour products

As a responsible retailer, Carrefour realized very early on that it could play an important role.

- Carrefour was the first french retailer to join RSPO in 2006 and contribute to make sustainable palm oil the norm.

- Carrefour set itself the goal of using only sustainable palm oil in Carrefour products by 2015.

Our action plan

- **Awareness** raising campaign among suppliers with development of a detailed toolkit.

- Since 2010, Carrefour has been purchasing **GreenPalm certificates (9,000 certificats acquired in 2011).**

- In collaboration with **WWF Indonesia**, a program funded by Carrefour Foundation has been implemented. Its goal is allowing **254 independent smallholders from 3 villages to obtain RSPO certification.**

Promote the production and use of responsible palm oil

Plantation · Schemed Smallholders · Independent Smallholders

Supporting Independent smallholders certified RSPO

Mill

Refinery

Manufacturer

Supporting production through Greenpalm procurement

Selling Product Containing CSPO

Promoting CSPO Use

Retailer

Promoting Product containing CSPO

Customer

Enjoying a product containing CSPO
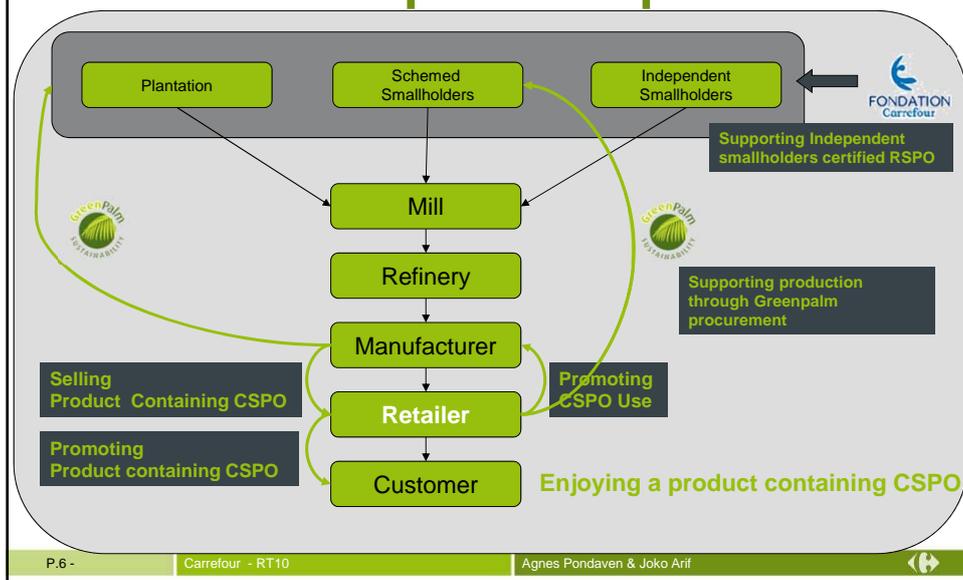
Products developed with CSPO in France

Today in our stores for our clients:

Biscuits nappés chocolat lait
Carrefour Bio

Bougie parfumée pomme-cannelle
Existe en différents parfums
Carrefour

Croustillants goût fromage
Carrefour

1st sustainable palm oil product in Indonesia

Why in Indonesia?
- 1st world producers of palm oil
- 2nd biggest consumers of palm oil

Our objectives:
- Propose the first RSPO labeled product on the Indonesian market
- Encourage local consumers to **contribute to sustainable development** of the palm oil **production** on their own country and promotion of **sustainable consumption**

RSPO Trademark

100% Indonesia

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Launching and consumer information

On July 16th 2012, ECOplanet cooking oil with RSPO trademark was launched. Attended by the Indonesian Vice Ministry of Trade, the launch has brought positive messages and stories on sustainable palm oil

To increase awareness, stores have been doing cooking activity by celebrity chef in promoting the product

The product is now available nationally throughout 84 Carrefour's stores in Indonesia

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RSPO Trademark Challenges

Consumer point of view :

• **Traceability**

• **Communication**

Suppliers point of view :

• **small companies or companies using small volumes**

Thank you for your attention

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