Goals of Coop NATURAplan

- To satisfy consumer demand for natural and humanely produced food
- To demonstrate the Coop Group's commitment to the environment and to humane animal husbandry
- To offer genuine alternatives for farmers in tomorrow's market environment
Agricultural policy environment

- Agricultural policy (AP) 2002 - an important interim step
- The bilateral agreements with the EU will bring about a degree of liberalization and improve export prospects
- Liberalization and the systematic gearing of agriculture to consumer needs is a challenge and an opportunity for producers and the trade
Coop NATURAplan: Core elements

- Food products of the highest standard possible on a large scale in Switzerland with regard to quality plus natural and humane production
- Priority given to Swiss agricultural products
- Sparing use of processing steps
- No use of genetically modified starting materials or animal feed
- Adherence to the guidelines is monitored by independent control bodies
Coop NATURAplan

• Plant-based and dairy products: organic production confirmed with the bud emblem (in conformity with BIO SUISSE guidelines)

• Fresh organically produced meat with the bud emblem (BIO SUISSE guidelines/ 61 sales outlets)

• Meat and eggs from particularly humane animal production (animals with access to range)
Coop NATURAplan sales

- Products of humane animal husbandry
- Products of organic farming

In Mio. SFr.

<table>
<thead>
<tr>
<th>Year</th>
<th>Products of humane animal husbandry</th>
<th>Products of organic farming</th>
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<tbody>
<tr>
<td>1993</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>1994</td>
<td>51</td>
<td>64</td>
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<td>1995</td>
<td>95</td>
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<td>1996</td>
<td>156</td>
<td>168</td>
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<td>1997</td>
<td>232</td>
<td>222</td>
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<td>1998</td>
<td>350</td>
<td>128</td>
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<td>1999</td>
<td>467</td>
<td>175</td>
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Total sales from 1993 to 1999: 21 + 51 + 95 + 156 + 232 + 350 + 467 = 1758 Mio. SFr.
Market shares for organic produce (CHF m)

- **Other**
- **Coop NATURAplan (org.)**

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<tr>
<th>Year</th>
<th>Other</th>
<th>Coop NATURAplan (org.)</th>
<th>Total</th>
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<tr>
<td>1995</td>
<td>210</td>
<td>64</td>
<td>274</td>
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<tr>
<td>1996</td>
<td>250</td>
<td>116</td>
<td>366</td>
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<td>1997</td>
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<td>168</td>
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<td>1998</td>
<td>358</td>
<td>222</td>
<td>580</td>
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<tr>
<td>1999</td>
<td>374</td>
<td>292</td>
<td>666</td>
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Organic products account for large share of sales of important products (examples)

- Pasteurized milk 35%
- Carrots 30%
- Long-life vegetables 22%
- Fresh convenience foods 21%
- Bread specialities 20%
- Baby food 20%
- Muesli/cereals 17%
Growth of organic farming in Switzerland

Number of organic farms

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How often do consumers buy products of organic farming and humane animal husbandry?

Source: IHA - GFM, 2000

- 48% of interviewees buy organic products regularly
- 27% buy at least once a week
- 27% buy less than once a fortnight
- 13% buy once a fortnight
- 8% never buy organic products
- 25% buy daily or several times a week

48% of interviewees buy organic products regularly
Main reasons for buying ecologically acceptable and humanely produced products

- Healthy: 39%
- Humane animal husbandry: 31%
- Less chemicals / no toxic substances: 21%
- Taste / quality: 16%
- Environmentally friendly: 10%
- Support for producers: 4%
- Random choice: 3%

Source: IHA2000