

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

Coop NATURAplan

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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

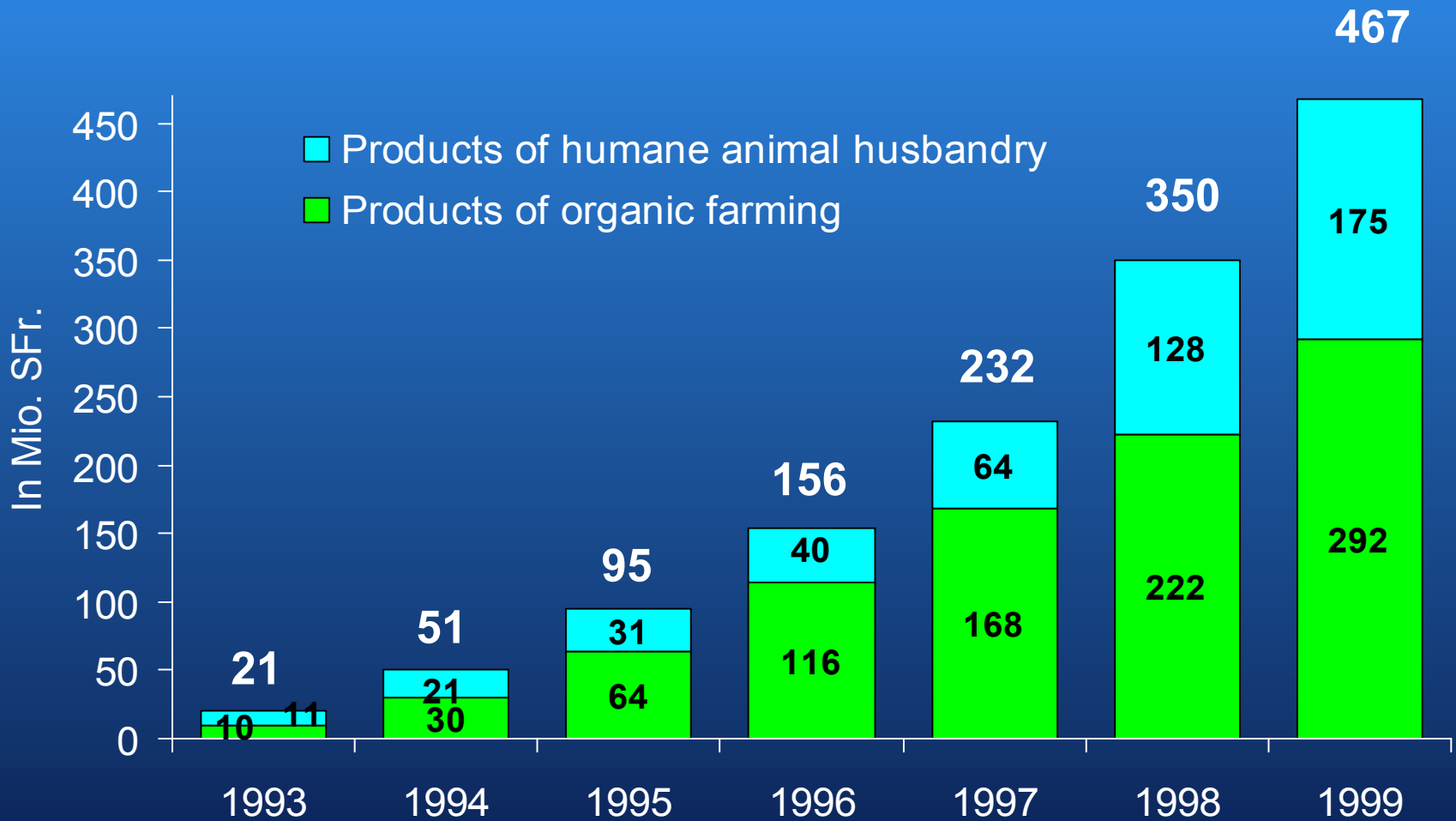
Coop NATURAplan



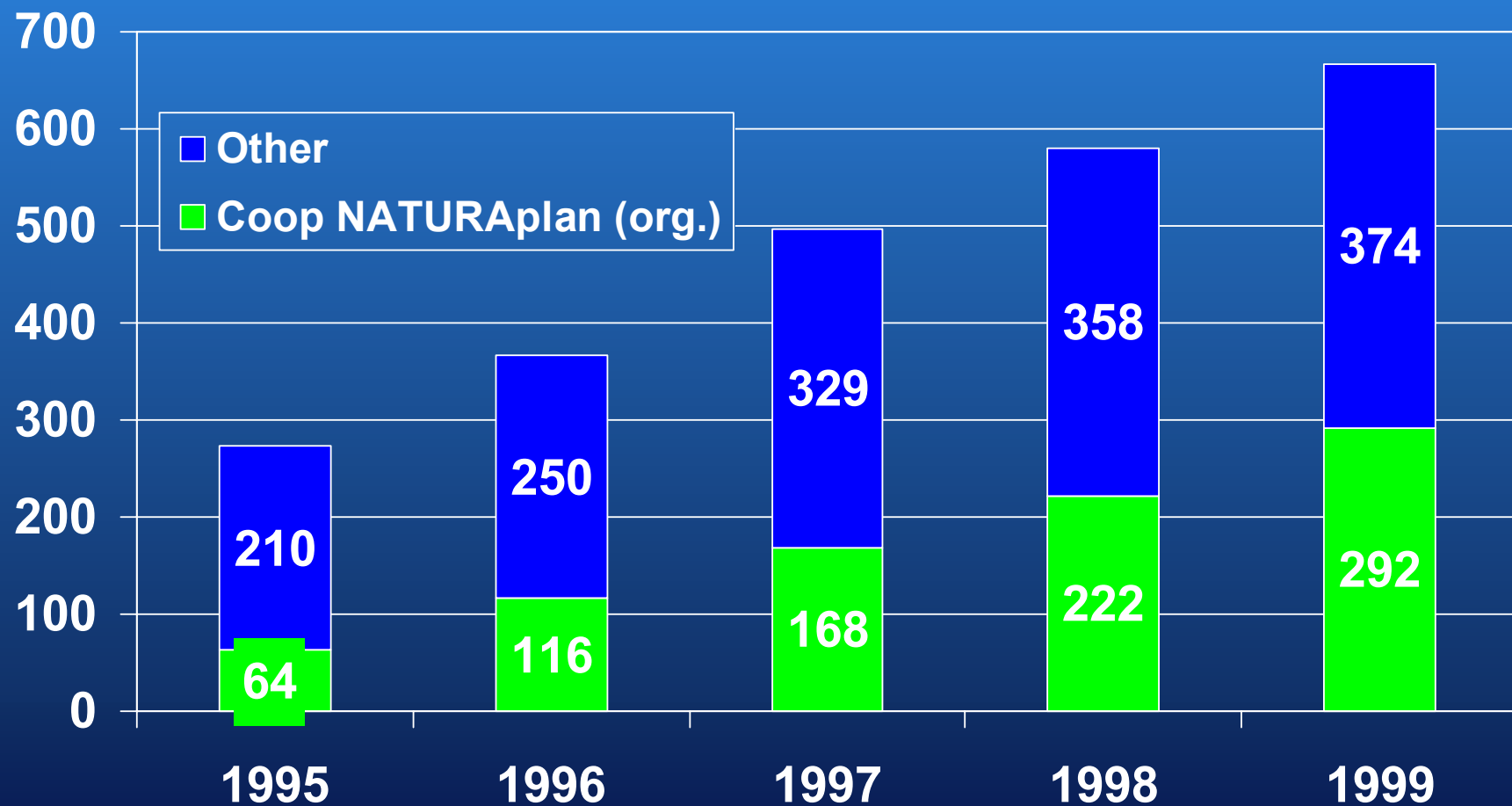
- Plant-based and dairy products: organic production confirmed with the bud emblem (in conformity with BIO SUISSE guidelines)
- Fresh organically produced meat with the bud emblem
(BIO SUISSE guidelines/ 61 sales outlets)
- Meat and eggs from particularly humane animal production
(animals with access to range)



Coop NATURAplan sales



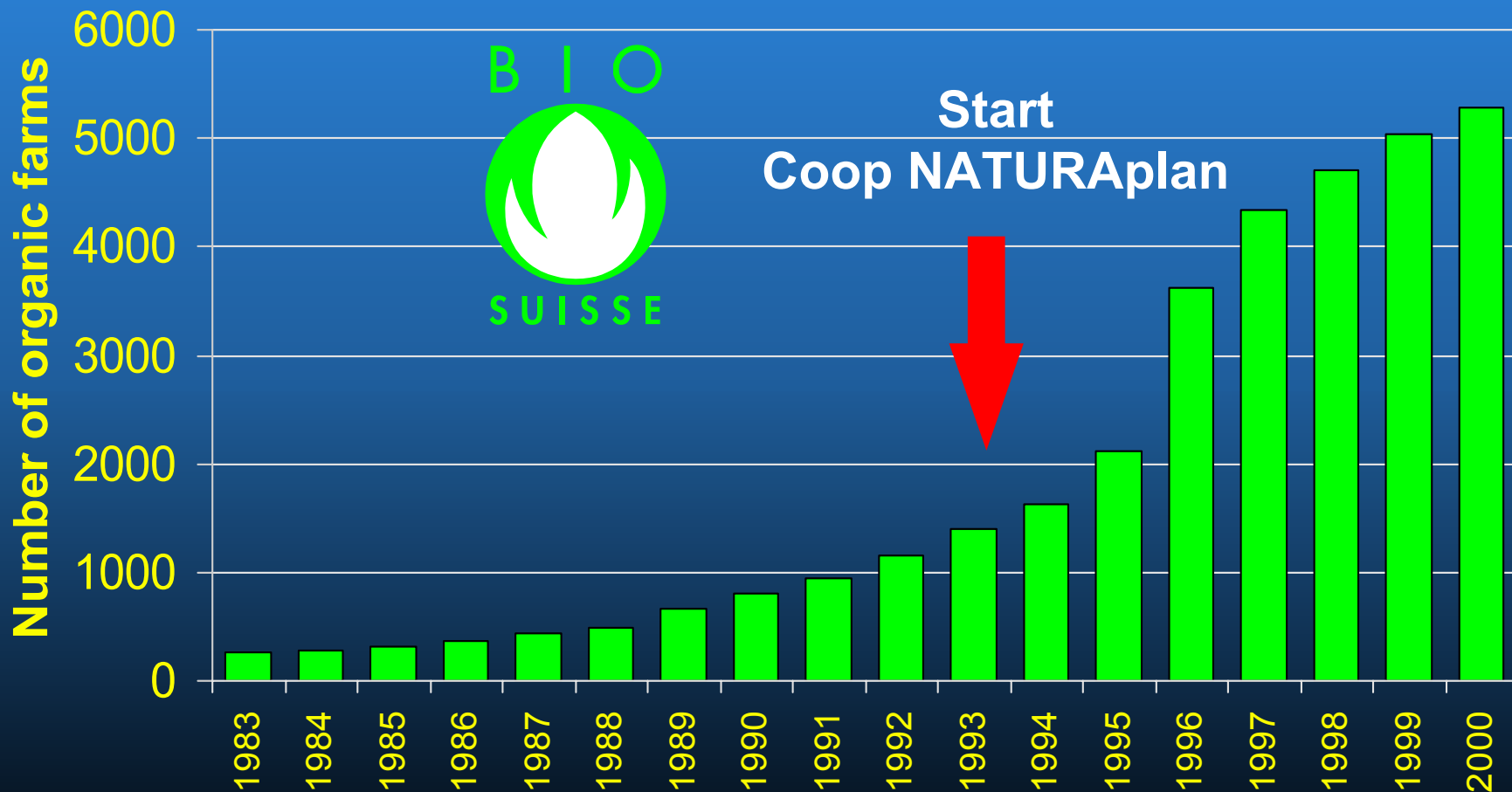
Market shares for organic produce (CHF m)



Organic products account for large share of sales of important products (examples)

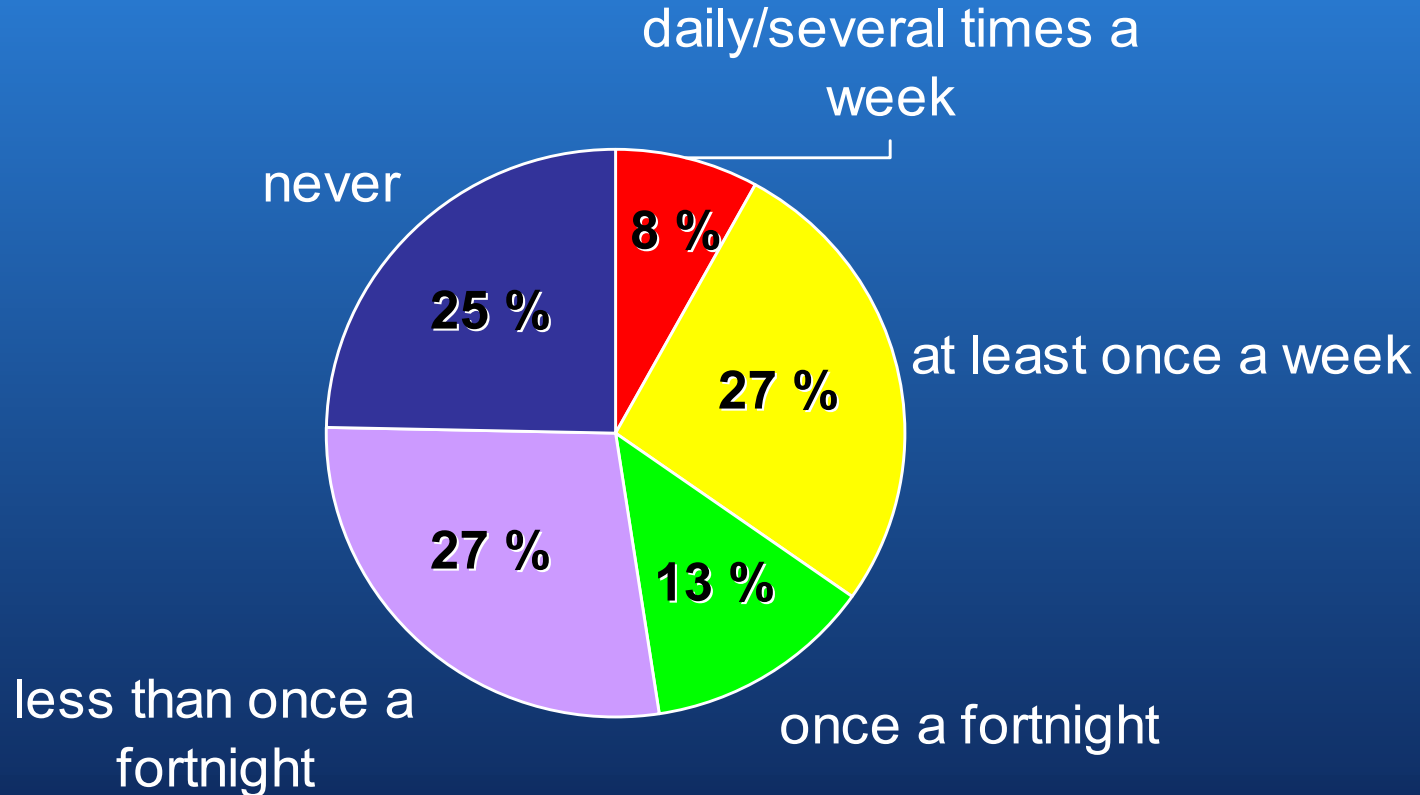
- Pasteurized milk 35 %
- Carrots 30 %
- Long-life vegetables 22 %
- Fresh convenience foods 21 %
- Bread specialities 20 %
- Baby food 20 %
- Muesli/cereals 17 %

Growth of organic farming in Switzerland



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

Source: IHA -GFM, 2000



48 % of interviewees buy organic products regularly

Main reasons for buying ecologically acceptable and humanely produced products

