ON THE WAY TO TOMORROW

“The future of codfish”

Norwegian Seafood Council

05.02.2018
Our Vision

We try to grow our business in a responsible and value added way with and for our stakeholders by addressing the challenges of society, support the growth of our business partners, create a more resilient and competitive supply chain, innovate on product, have more satisfied customers and motivated employees.

We want to be our customers first choice, because he can trust the quality of the products we offer, at the best price and with the highest ethical, environmental and society standards, based on an efficient management of our operations.
Strategic Areas
Our approach

5 areas and 9 work topics

Products
- Quality and food safety at the best price
- Sustainability, inclusion and product innovation

Partners
- Support the economic growth of our suppliers

Employees
- Work conditions and benefits for our employees
- Training and career progression

Environment
- Efficiency in transport and distribution
- Responsibility and efficiency in the use of natural resources

Society
- Promotion of Healthy Lifestyles
- Share value with the community
Sustainability in our Value Chain

Resources and Agriculture
We promote sustainability best practices in the more critical products like fish, palm oil, cocoa, coffee or tea.

Supply Chain
We demand certification of our own brand suppliers in quality and food safety.

Operation and Processes
Our operation is based on the principles of simplicity and efficiency, promoting a reduction of our consumption and emissions. **277 MWh Solar energy produced**

Clientes and Society
We manage our residues efficiently and promote the reduction of food waste.

Circular economy

100% Suppliers are certified
Our vision?

“Offer a variety of products, at the best price. Exceeding the demands of our clients on quality nutrition, environmental and social concerns.”
Our approach | Products

Strategic area . Products

Priority

- Product certification
- Salt and Sugar Reduction
- Responsible Consumption

Objectives

- Increase offer
- Promote a healthier offer
- Raise awareness to the consumers
Our approach | Products

Publish Fish position paper

- Applicable to all sea based products
- Promote socially responsible choices to suppliers, clientes and employees
MSC – Certified Cod

2016

100% bacalhau vendido é totalmente certificado

...Proteção ecossistemas marinhas

05.02.2018 | Lidl Portugal
Stakeholder Involvement

Communication as the key to raise awareness

Suppliers

Opinion Makers

Client
Cantinho do Bacalhau

- Dedicated ares
- Explanation about the advantages of MSC
- Promotion of socially responsible choices
100% CERTIFICADO MSC E DE CURA TRADICIONAL PORTUGUESA

MENOS IMPACTO AMBIENTAL.
MAIS SUSTENTABILIDADE.

No Lidl, menos é mais.

Sabia que todo o nosso bacalhau é proveniente de pesca sustentável e de cura tradicional portuguesa?

Este Natal, leia a escolha certa para a sua família e para o ambiente.

5ª A DOMINGO
SEMANA DOS ALPES
SUPER FIM DE SEMANA
DIA DO PAI

Lidl Portugal
05.02.2018
Advertising - TV
Social Networks

- Engagement rate 5.57%;
- Positive Comments- 99%
Lidl Portugal sells only 'sustainable origin' cod

Press Release

Lidl Portugal has become the first supermarket operating in Portugal that stocks only 'sustainable origin' cod among the Marine Stewardship Council (MSC) certified products.

Portugal's ban on cod with the fish accounting for 26% of the total consumed in the country, a large percentage of annual sales occurring in the run-up to Christmas, around 25,000 tonnes.

The International Council for the Exploration of the Sea has recommended quotas for some cod areas but due to intensive fishing, several populations of cod remain overfished.

The allocation of the Council's certificates to Lidl Portugal's 'Triple Velvet' cod range means the fish supplied are caught under the highest international standards of good practice for sustainability and are traceable from the fishing yard to the consumer.

Lidl Portugal has been working closely with the Marine Stewardship Council and has sustained certification in the Portuguese and Spanish markets.

Lidl Portugal was supplied with its certified cod by Riberave, a Portuguese company and main supplier in the country.

Lidl Portugal and Riberave have worked together on the cod project and received the 'Triple Velvet' brand certification for about 20% of the total volume of cod produced by the country.

In addition, Triple Velvet is exported to Lidl Portugal Belgium, Luxembourg and Switzerland.
Christmas Press Kits

• Specific messaging around sustainable cod for Christmas.

• Use and public reference of sustainable cod on all Lidl media events
Press Trip to the Três Velas factory

• Visit to Riberalves factory, the supplier that produces Lidl’s own brand.
The future