

SOLUTIONS FOR PROTECTING BIODIVERSITY



Protecting biodiversity is a necessity. As the reference in food retail, Carrefour is taking an active role by fostering the development of supply chains that are friendly to ecosystems and by offering its customers a wide range of healthy, high-quality products. Find out more about some of the solutions implemented by Carrefour and its partners.



Our commitments

Increase sales of organically farmed products and Carrefour Quality Lines products.

Half of all fish sold in seafood and frozen foods departments (both wild and farmed) will be sourced from responsible supply chains by 2020.

Move towards “zero deforestation” by 2020.

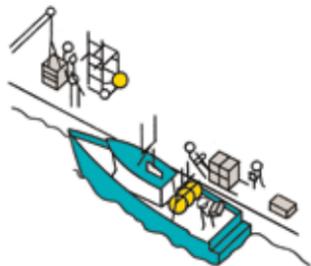
Establish a “bee plan” in every country by 2020.

Encouraging responsible fishing

Faced with the depletion of oceans and seas, Carrefour adopted a comprehensive responsible fishing policy as early as 2005 with concrete actions adapted to fishing regions, and which provides support for local fishing industries in partnership with various stakeholders.

Products that respect ecosystems

Mindful of the need to preserve seafood resources, Carrefour gives preference to fishing methods and aquaculture practices that have a reduced impact on the environment. In France, sales of 12 species of endangered deep-sea fish, including blue ling, emperor, roundnose grenadier and black scabbard, have been discontinued. Carrefour also offers canned tuna caught by pole and line, a traditional method that reduces catches of non-targeted species.



Ongoing cooperation with partners

Carrefour works jointly with the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC), which administer international eco-labelling programmes. The Group has also led multiple new initiatives alongside its stakeholders; for example, it has conducted forums with industry players in Spain and Brazil; developed a guide of best practices for combatting illegal fishing in partnership with WWF France and Seaweb Europe; and collaborated with fish market auctions in Belgium.

63 MSC- and ASC-certified stores in France

100% of Carrefour Quality Lines fresh Norwegian salmon is fed without GMOs and raised without the use of antibiotics

Promoting agroecology, animal welfare and apiculture

Carrefour encourages new forms of agricultural production in order to provide its customers with varied, high-quality, healthy food products while preserving biodiversity.

Carrefour Quality Lines: a laboratory for agroecology

Carrefour is expanding its selection of products grown using agroecological methods by working with its partners to create innovative supply chains that combine agricultural development and ecosystem conservation. Those products include tomatoes and broccoli grown without herbicide, kiwifruit grown without insecticide, strawberries and peaches grown with no synthetic pesticides after flowering, melons grown with no synthetic pesticides after planting and more.

To add to its current selection of farm-raised chicken, free-range eggs and pork, Carrefour continues to expand its product line for animals raised without antibiotics, such as veal fed on GMO-free feed, in partnership with some forty French breeders.



A pioneer in organic foods

For more than twenty years, Carrefour has been committed to the production and sale of organically grown products, encouraging regional sourcing and partnering with local businesses. Today, Carrefour offers more than 5,000 organic products at its stores in France, and develops specially marked areas in each store. In response to growing consumer demand, Carrefour has cemented its leadership in this area with the acquisition of Greenweez.com and the launch of the first Carrefour Bio stores.

Over 450
Carrefour Quality Lines
worldwide

+32%
increase in sales
of organic products⁽¹⁾

(1) In 2016 vs 2015.





Urban gardens linked to stores

As part of its pledge to promote urban agriculture, Carrefour continues to establish urban gardens, a local solution for producing specific varieties that can then be sold in stores; this reduces transport distances and waste and tailors crops to each store's sales. Carrefour's Sainte-Geneviève-des-Bois store, for example, famed as the first hypermarket in France, is home to a vertical aeroponics vegetable garden.

Vegetables grown from farmers' seeds

Carrefour is working to support French producers by selling a range of fruits and vegetables grown from farmers' seeds (onions, artichokes, shallots, onion squash, butternut squash, tomatoes, beans, rhubarb and black radishes). In around 40 stores, customers can now find produce grown from farmers' seeds which have never been sold in large supermarkets before. In order to achieve this, Carrefour is making a long-term commitment to build a sustainable line of heritage varieties.

A concern for animal welfare

Since 2008, Carrefour has worked closely with breeders and multiple NGOs to focus greater attention on animal welfare and establish a certification process that encompasses every stage of an animal's life, from birth and rearing to transport and slaughter. The Group promotes education and training for every party involved and is developing pilot lines. In Taiwan, Brazil and France, for example, beef sold under the Carrefour Quality Lines is sourced exclusively from animals with access to pasture. Moreover, Carrefour has vowed to discontinue sales of own-brand eggs from caged hens by 2020 in Belgium, Italy, Poland and now France.

Bees, sentinels of biodiversity

Everywhere it operates, Carrefour incorporates biodiversity into its sites and supports local beekeepers by hosting beehives on store roofs, raising awareness among employees and customers, stocking local and national honeys on its shelves and developing Carrefour Quality Line honey ranges.



Combatting deforestation

As exceptional reservoirs of CO₂, forests are guardians of biodiversity. As part of the Consumer Goods Forum, Carrefour has set a target of achieving zero deforestation by 2020.

Active support for responsible farming

In certain regions of Brazil, soybean cultivation and cattle breeding are major contributors to deforestation. Carrefour has been supporting a moratorium on Amazonian soybean farming since 2006, as part of a joint initiative with the Brazilian government and private organisations. Carrefour Brazil is also working with the country's beef industry to adopt a georeferencing system for monitoring 100% of Brazil's beef cattle. In addition, Carrefour lends support to the Roundtable on Sustainable Palm Oil (RSPO). Since 2015, all of Carrefour-brand products containing palm oil have been sourced from sustainable supply channels.



Sustainably managed forests

Carrefour pursues a full range of initiatives alongside every industry that makes direct or indirect use of forestry resources. Customers have access to an array of products that have been certified by the Forest Stewardship Council (FSC) or Pan European Forest Certification (PEFC), including garden furniture, charcoal and recycled-fibre packaging.

1st
French retailer included in the WWF's PAP50 survey on the sustainability of its paper purchasing

99%
of promotional publications are printed on certified and/or recycled paper



Carrefour has been working with its partners and customers to encourage biodiversity preservation since 1992, and continually strengthens its commitment to sustainable retailing.



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