

A landscape photograph of a green field with a single tree in the center, under a blue sky with white clouds. The text is overlaid on the upper half of the image.

# **‘House of agroecology’ & Delhaize**

## Frans Muller at COP26



COP26 was the most important climate summit in years. Many believed it to be the world's best last chance to get runaway climate change under control. The summit was set on the global stage and Frans was part of the session on Net Zero for Consumer Goods and Retail.

During the panel, Frans called for more active support to farmers making the green transition, standardizing healthy and environmental product information for consumers, pre-competitive collaboration and government regulation.

"The biggest opportunity is to support the agricultural sector. I see it as our job to partner with them in this transition by incentivizing sustainable change. Farmers need support from the larger firms in this industry. It's simply not enough to ask them to change. It's our job to help them and to support them. Collectively we need to make more investments in sustainable agriculture. For example with longer term contracts and with co-create environmental requirements. At the same time we work together on soil health, bio-diversity and low carbon solutions. This is easier with local suppliers. That's why we are increasing sourcing locally.

I firmly believe that actively engaging with our suppliers across the chain is important.

So far we have communicated with 200 suppliers in our supply chain to ask them to share their data. I think fact-based data is important. With these numbers we can create a baseline and track performance to create new innovative solutions to reduce emissions. It's time for action but it's also time for measurement and accountability."



# The Lion's Footprint

Met ons actieplan The Lion's Footprint zetten we ons in voor het klimaat.  
We lanceren verschillende initiatieven om onze ecologische voetafdruk te verkleinen.

*“Delhaize helps customers towards making planet-friendly choices as a result of actions in three areas:  
the reduction of plastic usage, limiting food waste, the reducing carbon emissions to protect and restore our planet.”*



Minder plastic >



Minder CO2 >



Minder verspilling >

Planet-friendly choices  
#HalloGoebezigers



# BELhaize: “van bij ons”



## Delhaize wordt Belhaize

Erkenning voor de 1600 Belgische leveranciers

Vraag naar Belgische producten met meer dan 15 % gestegen in 2020

Brussel - Delhaize heeft altijd al ingezet op de Belgische herkomst van haar assortiment. En de klant zelf is meer en meer bewust op zoek naar producten van Belgische origine. Maar sinds het begin van de gezondheids crisis is de populariteit ervan nog nooit zo hoog geweest. Zo merkt Delhaize dat de vraag naar Belgische producten in 2020 met meer dan 15 % is gestegen. Een duidelijk signaal. Delhaize trekt dus resoluut de kaart van de Belgische producten. Maar liefst 70 % van het assortiment in een Delhaizewinkel is van Belgische origine. En dat wordt geapprecieerd door de klant. Daarom bedankt Delhaize haar 1600 Belgische leveranciers en verandert ze voor 1 maand van naam : Delhaize wordt Belhaize.



## Delhaize tovert haar parkings om tot een BELhaize lokale markt

Brussel – De Belgische herkomst van ons assortiment is bij Delhaize één van de topprioriteiten. En klanten gaan ook meer en meer bewust op zoek naar producten van Belgische origine. Daarom lanceert Delhaize een nieuw concept: Belhaize Lokale Markt waar je kan kennismaken met een selectie van de 1.600 lokale producenten waar Delhaize mee samenwerkt. Tijdens de maanden april, mei, juni en juli toveren we op verschillende momenten 20 parkings van onze supermarkten om tot lokale markten. De Belgische producenten en boeren komen er hun producten voorstellen, maar nog belangrijker: je kan er ook vanalles proeven.



# Lokaal met een extra dimensie: duurzaam

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**BIO-DIVERSITY**



**HEALTHY SOILS**



**CARBON /  
Climate Change**



**WATER**



**LESS WASTE**

# Agro-ecological practices: soil health

Nurture and protect soil



Soil cover



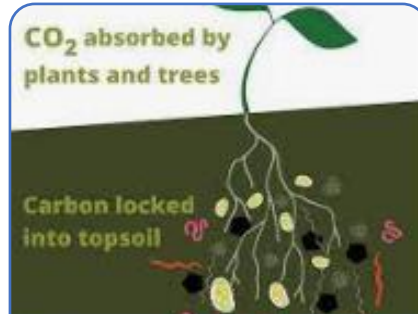
Less trucks & less erosion



Reduced tillage



Increase soil organic matter



Carbon



Less nitrogen



Fertilization



Less chemicals



Plant protection



More life in soil and above



Biodiversity



More trees



Agroforestry



Resilient



Training



# Learnings

- Simple tool
  - Create adjusted criteria
  - Different tool in different industry
  - Little data collection
  - Use technology
- Simple messages
  - Delhaize is one of many
  - Align with others
  - Without exclusivity, benefits are shared
- Credible
  - Need scientific endorsement
  - Clear-cut topics where we bring a change
  - Different topic in different production type
- Scalable
  - Farmer guidance
  - Network needed



# Collaborate – If you want to go far, go together

## Belgian Alliance for Climate Action (BACA)

Belgian Alliance for Climate Action

### Create momentum in Belgium

- The Shift and WWF launched a new Belgian Alliance for Climate Action, endorsed by the Science Based Targets Initiative



The Shift, together with WWF, is calling upon leading organisations in Belgium to come together in further developing their sustainability agenda through Science Based targets and to incentivize their supply chains to act accordingly.



- Our CEO signed the Pledge. Our adherence was made public at the official launch on October 12<sup>th</sup>, 2020 >50 signatories @ launch (incl Aldi, Carrefour, Colruyt & Lidl)
- Delhaize was participating member of the founding workgroup together with Accenture. Now we act as mentor.



## Sustainability Initiative Fruit and Vegetables

SIFAV is a global initiative to promote sustainable fresh fruit and vegetable supply chains for the European market.



# Why House of Agro-ecology?

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## WAY TO COLLABORATE

- Need for Belgium framework
- Provide expertise and training
- Scientific endorsement
- Create a network along the supply chain
- Create a farmer platform to exchange ideas and experiences
- Get the sector in motion to make it scalable
- Advocacy for funding