A Retailers & Consumers Perspective on Traceability
“It is acknowledged more and more, that the bigger a company is, the greater is its obligation to engage beyond business aspects, towards a solution of problems of mankind.”

Migros Founder Gottlieb Duttweiler cited in „Wir Brückenbauer“, 31 July 1959
Retailers’ Palm Oil Group
Retailers are the entry point for many inquiries

- NGOs (social / environmental)
- Media / Press
- Consumers
- Science (Universities, Schools, Researchers)
- Public authorities / Governments
- Consumer protection
- Suppliers
- Competitors
- Internal Staff
The inquiries are manyfold and do not relate always to our core business.

- Environmental / Ecological issues
- Social issues
- Non-compliant RSPO-members
- Physically sustainable PO in Products
- Origine of palm oil
- PO in products / Interpretation „vegetable oil / fat”
- Declaration of CSPO on products (TM)
- Substitution of PO
- Critique of RSPO
- Health concerns

Palm Oil
Quelle: WWF (The Palm Oil Financing Handbook)
## Challenges for retailers when it comes to traceability

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Consequence</th>
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<tbody>
<tr>
<td>▪ The retailer does not buy palm oil</td>
<td>➔ Dependence on many different parties on the palm oil supply chain</td>
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<tr>
<td>▪ Complex composition of products and its ingredients / recipes</td>
<td>➔ Quality has to be maintained, which takes time</td>
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<tr>
<td>▪ Little quantities used by manufacturers for some products / palm oil only a minor ingredient</td>
<td>➔ Logistical challenge; high additional costs paid for transportation / storage, which don’t benefit the producers (segregated palm oil)</td>
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The Future of Traceability

• Traceability becomes more and more important

• The supply chain is as strong as its weakest link, whereas each partner has to contribute.

• Labels and certificates will be increasingly challenged. Integrity programs build credibility.
Answers on this trends

• Motivated and cooperative partners are the partners of the future.

• Authenticity and communication

• Credibility in its actions
Retailers’ Message

• Retailers are committed to CSPO
• Role to pass on the message to the broad public and consumers
• Contribution of everybody, in order to have answers
Thank you very much for your attention!

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