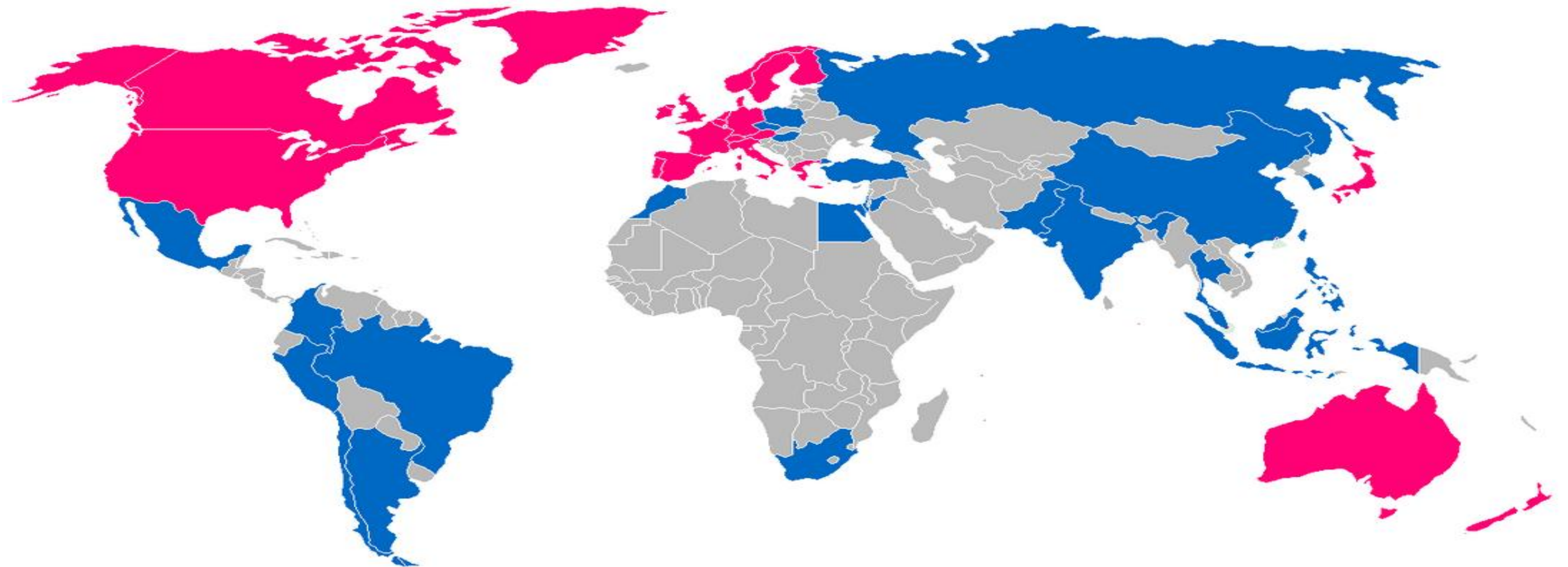


**Sustainability and reliance on  
localised production and  
sourcing in a 'Greedy' world.**

**Mark Shepherd**

**We are : Waitrose**

# The impact of the emerging economies



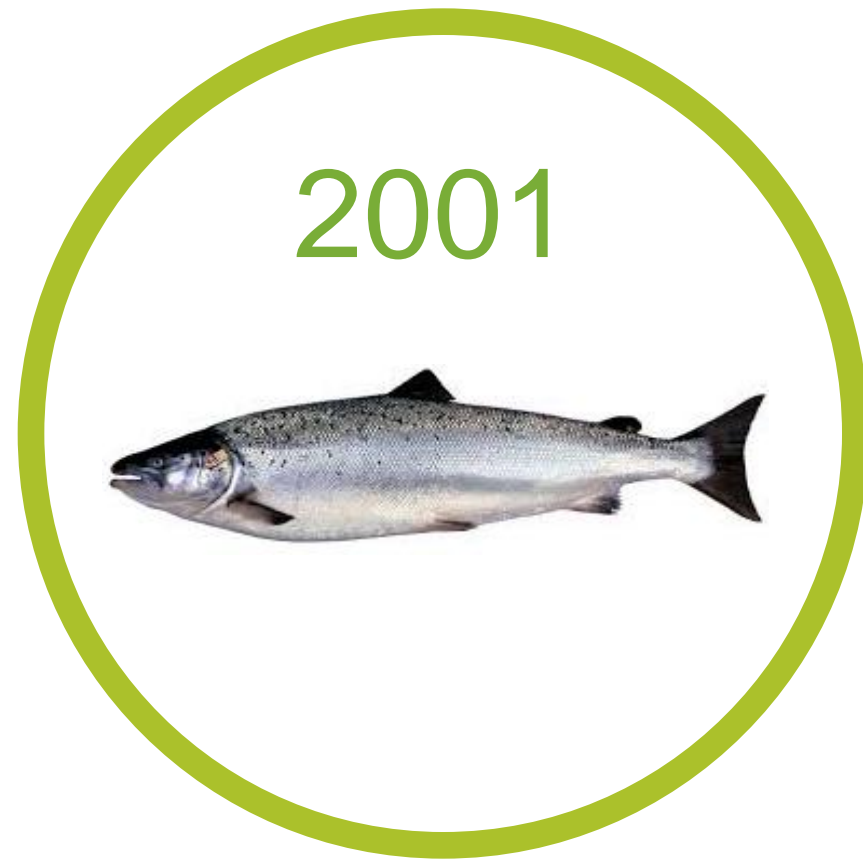
Mature economies



Emerging economies

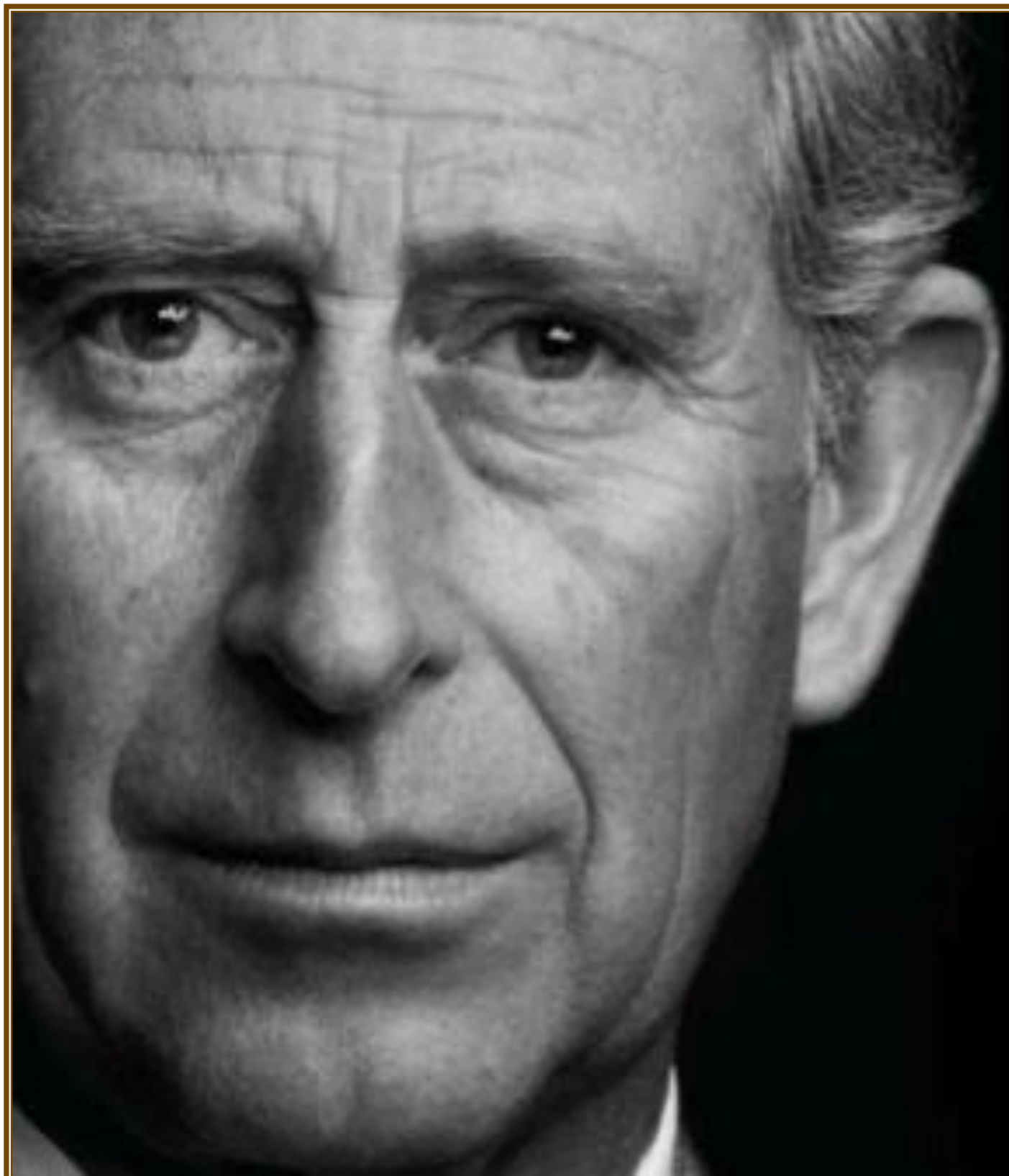
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# Salmon Sales to China



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“I would just like each of us to spend a little time thinking about the costs of not getting this right. **I don't want my children and grandchildren saying to me, 'Why didn't you do something when it was possible to make a difference and when you knew what was happening?'** And that is why we are all here. We are doing it for those that come after us. That's why it really matters and why I have minded for so long. We can do it...”

HRH The Prince of Wales  
May 1, 2007

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THE PRINCE'S  
COUNTRYSIDE  
FUND

# NATIONAL COUNTRYSIDE WEEK

9TH-16TH JULY  
2012



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# The Waitrose way



Championing  
British



Treading  
lightly



Treating  
people fairly



Living  
well

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# Championing British

We believe in always bringing you the best British food and produce. And celebrating British seasonal food at its very best.

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# “Local” is clearly a hot topic in food retailing

- There is a grass roots movement campaigning for “local food”
- farmers’ markets to kitchen table production
- This is spilling over into supermarket retailing
- stocking local produce
- supporting small scale producers





## Local is a nebulous concept for most people

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- Most consumers use “local” very loosely
- A typical conversation will run as follows...
  - Why is “local important”?
    - “It think it is very important that they don't use pesticides  
... so 'organic'?
    - “You wouldn't want it to come from somewhere foreign, you don't know how the animals have been treated  
... so 'animal welfare'?
    - “Fairtrade is always important  
... so 'fairly traded'?
    - “It is fresher

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## Organic-ish

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- While the majority of consumers are pro organic food they don't feel there is a strong need for local food to be produced organically
  - “ Local food can be organic but it is not necessary. I would prefer to buy non organic carrots from Busley or down the road than organic carrots from Yorkshire
- Local food is already perceived as being of very high quality because of the reduced time to market and the superior techniques used by local producers
  - “ Local food is fresh - both for the time it takes to get from field to plate and because the farmer does things properly
  - “ no heavy use of pesticides, not factory farmed and provided by nature



## Looking after the poor farmers

- Anxieties about farmers/ producers getting treated well
  - “ It's the effects that matter most. That's the reason I buy Fairtrade stuff. I like to know the people who have grown the stuff are getting a fair deal
- One of the main reasons consumers support local food is because it benefits the local community
  - jobs created
    - “ If there's local food, there are jobs for the local people.. And if there are jobs in the local area, that's going to help the local community and help improve the local services





# Made with care as you would on the kitchen table

- Produce that conjures memories of summer holidays and childhood
  - produced in small farms
  - picturesque rural locations
  - feels wholesome, bucolic and of good quality
  - looks and feels “homemade” (with care and pride)
  - ... farm shops and farmers markets

- 💬 The cake looks like my mum could have made it easily
- 💬 There's a chap sitting in what I think is a barely field - I quite like it because the field looks wild and unmanicured...
- 💬 Local food makes me feel happy
- 💬 If it's not of quality then it's not local, even if it's made down the road

The SPA Way October 2007





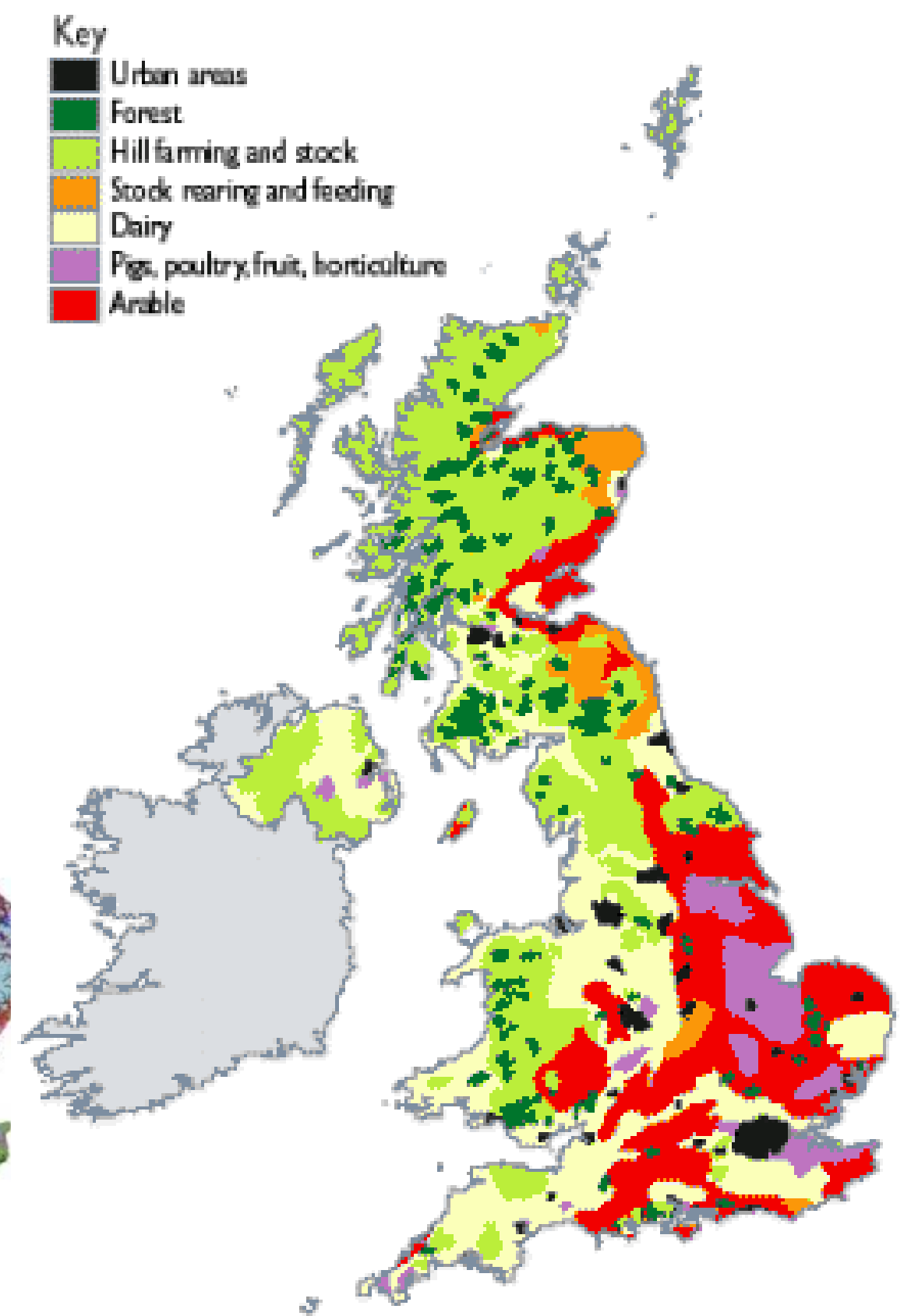
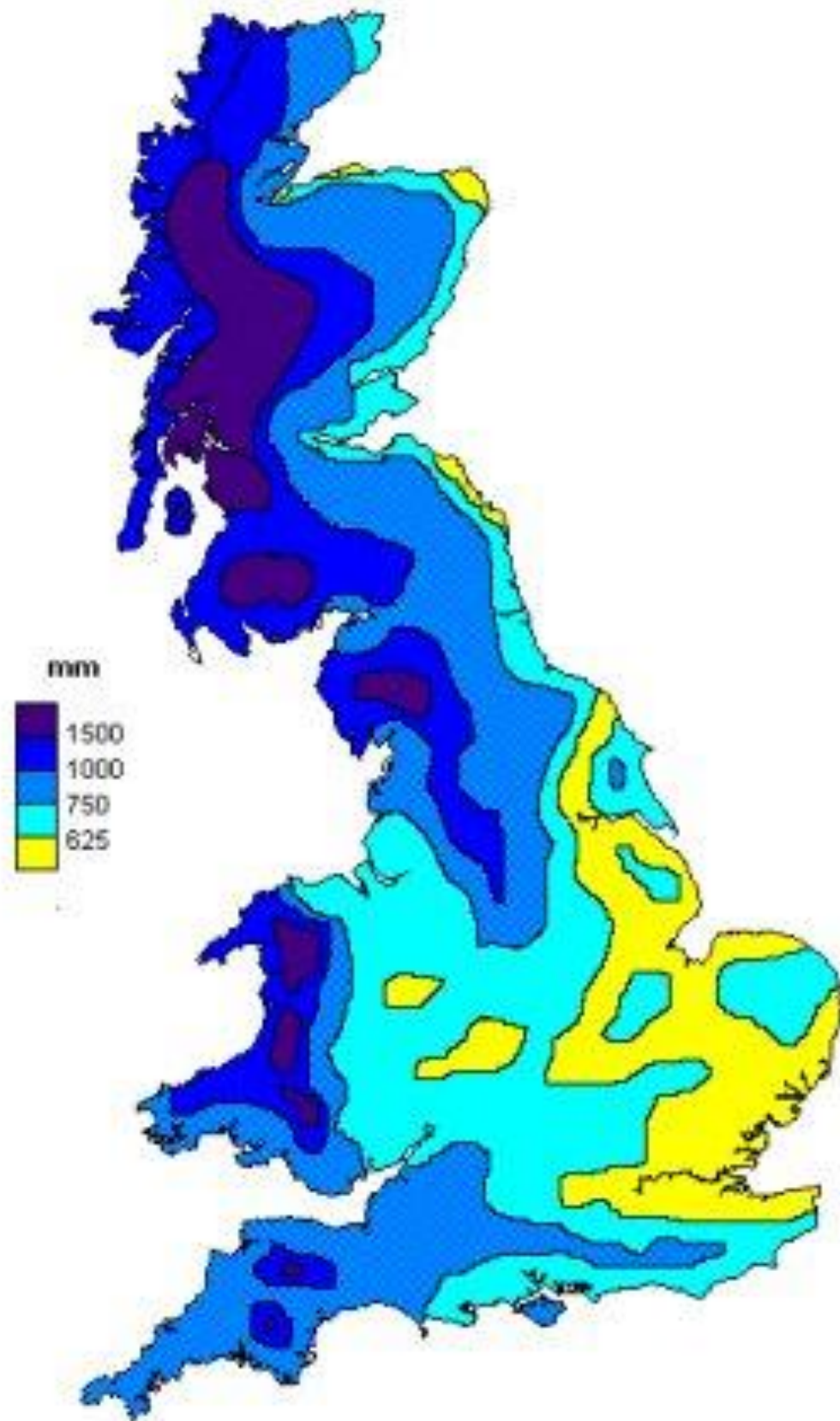
# Regional Favourites

- Broadly speaking, the further away from the M25 you live, the more important Local & Regional is.
- Although customers are passionate about products that their regions are famous for.



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Made in the right region -authentic?

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Made with care, as you would  
make it on the kitchen table

Food that is eaten in its proper  
season

Made in the right region - authentic

Good husbandry, especially animal  
welfare, but also countryside

Organic-ish

Looking after the 'poor farmers'

Food that hasn't been shipped/  
flown around unnecessarily

## Inputs

Food that has been  
made how it used to  
be

## Aspiration

Fresh, wholesome,  
tasty and authentic

Looking after my  
community

Doing my bit for the  
environment

## Benefits

# Is it enough to be local ?

- We want the best of British produce that is defined by geography
  - Quality – inspirational to our Customers
  - Local identity with the product
  - Food safety – SALSA certification
  - High ethical labour standards – Sedex
  - Commercially viable
  - Meet the Waitrose CSR criteria and be *sustainably sourced*
- We are : Waitrose



**So .. Is it possible to guarantee  
supermarkets selling local food?**

**No**

People want to buy great food that is  
produced locally should be increasingly  
attractive but “local” alone is not a licence to  
supply.

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We can all lead by example  
though!





# Thank you

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