

Data: What's in it (for me)?

Leon Mol, 23 november 2017





Ahold
Delhaize

En wie is Leon Mol??

- Director Product Safety & Social Compliance Ahold Delhaize
- Voedselveiligheid (Global G.A.P., Board), (GFSI)
- Arbeidsomstandigheden (BSCI - Food & PP, voorzitter)
- Dierwelzijn
- Duurzaamheid
 - Groenten en Fruit (SIFAV, Voorzitter)
 - Bloemen en planten (FSI, Board member)
 - Vlees (rund, varken, kip) (GRSB, Vice president)
 - Zuivel (DSF, member)
 - Eieren
- Uniformiteit van standaarden (Normcommissie ISO Chain of Custody, vz NL)
- Studeerde en promoveerde in Wageningen (landbouwplantenteelt)



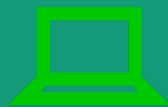


Ahold Delhaize

11 Countries



More than
6,500
stores



Leading
in online
businesses



Strong
financial
profile

Great
local
BRANDS



370,000
associates



Shopping
anytime
anywhere



top 10
International
food retailer

Leading in
sustainable retailing:
Proud member of **DJSI**



Serving more than
50 million
customers
every week

Proud heritage:

150 years
experience
in food
retailing



Together we build great local brands, bringing
fresh inspiration every day

FOOD LION

Stop&Shop



GIANT

MARTIN'S

Giant

Peapod

bfresh

Albert Heijn



Etos

Gall & Gall
SINCE 1884

bol.com

albert

MAXI

Tempo

Βασιλόπουλος
...και του σουσιού το γάλλο!

ENA FOOD
CASH & CARRY



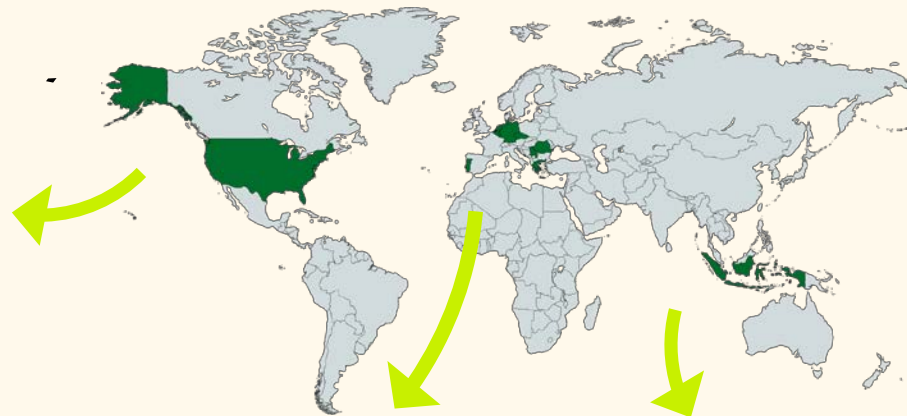
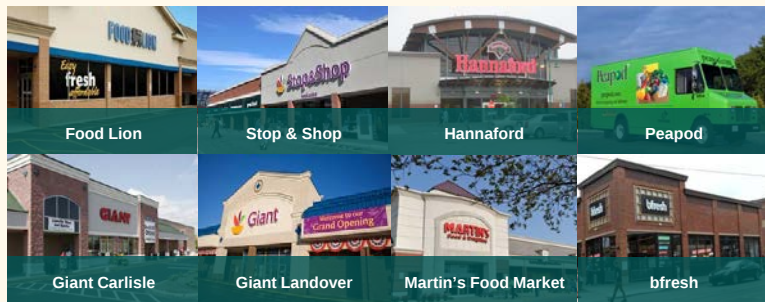
pingo doce



Great local brands on both sides of the Atlantic

US

#1 or #2 in 24 DMAs representing c.80% of our US Sales



Europe

#1 in the Netherlands

#1 in Greece

#1 in Serbia

#1 in Bucharest

#1 in Portugal

#2 in Belgium

#2 in Czech Republic



Indonesia

#1 in supermarkets



A man and a woman are standing in a supermarket aisle, leaning on a shopping cart filled with groceries. They both have a thoughtful or concerned expression, resting their heads on their hands. The background shows blurred shelves of the supermarket.

Het vertrouwen in ons voedsel is afgenomen

Is er mee
gerotzood?

Waar komt het
vandaan?

Is wat op de verpakking
staat correct?

Materiality analysis

To ensure we chart a strategic course that benefits both our businesses and our broad group of stakeholders, we examine the relevance of sustainability topics through an annual materiality analysis.

-  Healthy eating
-  Food waste
-  Healthy & inclusive workplace
-  Essentials
-  Other



Voedselveiligheidsaanpak Ahold Delhaize



Gezonder leven



Nieuwe gezonde producten



Gezonde suggesties



Herformulering
(E-nummers?)



Ahold Delhaize's Sustainable Retailing ambition

3 areas for
leadership

**Promote
healthier
eating**

**Reduce
food waste**

**Create
healthy and
inclusive
workplace**

A better
place to
shop

Every
Day

A better
place to
work

A better
neighbor

Every day
essentials

Product safety
& sustainability

Climate impact

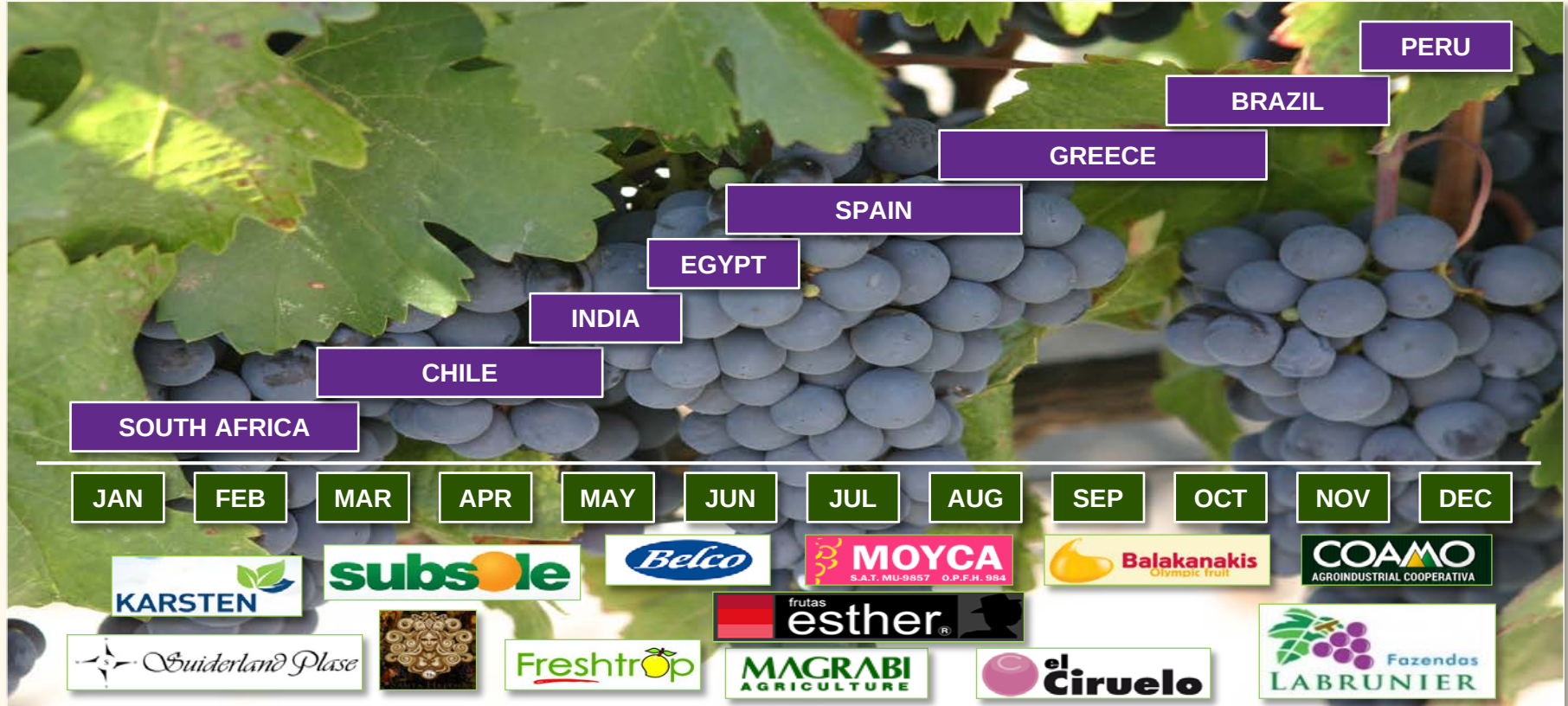
Associate
development

Safety at
work

Local
community
connection



Global Table Grape Supply – ALBERT HEIJN



Eénheidsworst of toch niet....

11 countries of operation:

- 11 stakeholder landscapes
- 11 histories
- 11 supply bases

Sustainability:

- Part of the companies DNA
- Choice for the customer
- A key way to build customer trust
- If we make a commitment, we need to be able to validate

Data als integraal deel van product

- Ingrediënten
- Allergenen
- Land van herkomst
- Traceerbaarheid/terugroepacties
- Voedingswaarde
- Certificeringen (biologisch, recycling,)
- US vers bereide maaltijden (restaurants + catering + retail in-store)

Een simpel pak melk?



- Gebrek aan internationale standaarden (OIE?)
- Lokale wetgeving
- Lokale initiatieven
 - ‘Weidemelk’ (Belgium, Netherlands): more ideological than rational

Wordt verwacht:

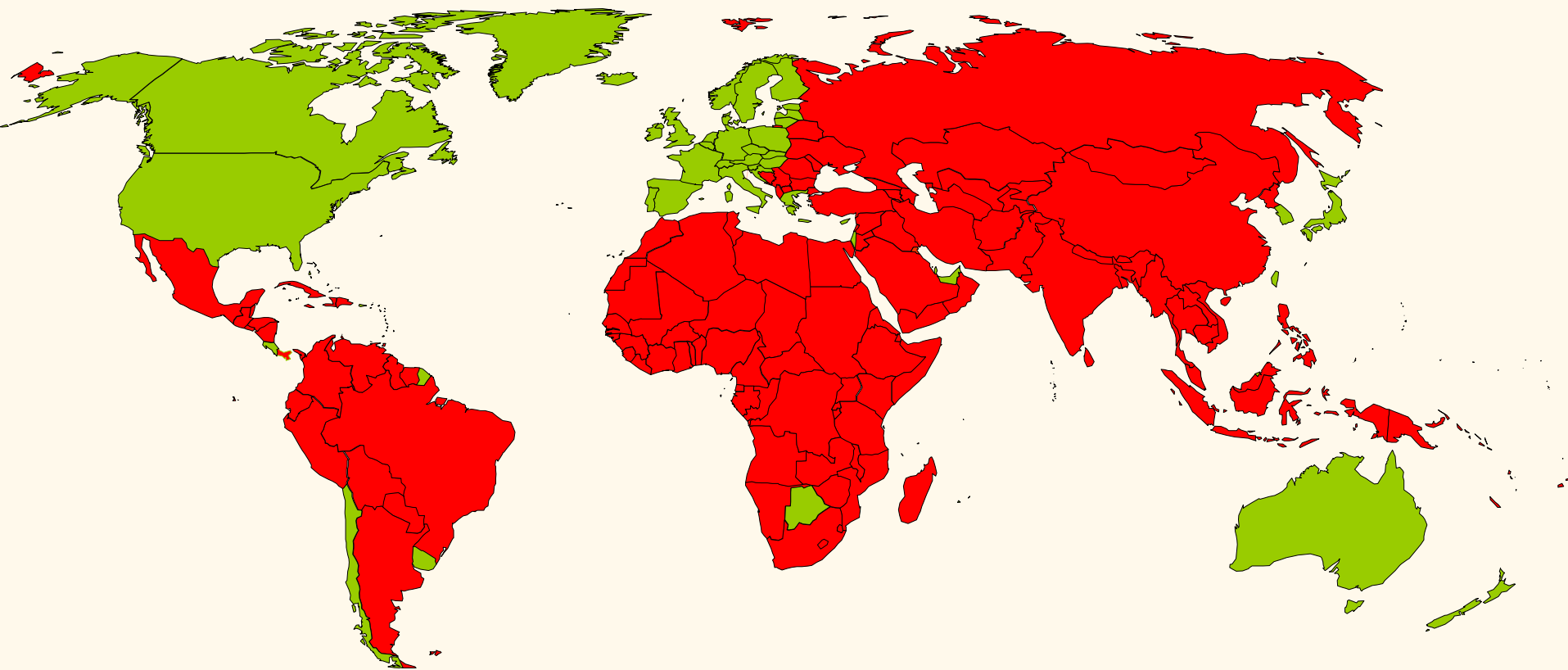
- Antibiotica
- GHG



100% of suppliers in high-risk countries audited on social compliance



All suppliers in high risk countries must be audited against BSCI (or equivalent) standards



100% of six critical commodities sourced sustainably - Soy



Soy used in the supply chains of our own brand products will come from sustainable sources.

Ahold Delhaize joins with leading companies to support Cerrado Manifesto

October 26, 2017 – Ahold Delhaize has joined 22 other leading retailers and food companies to letter of support the Cerrado Manifesto, a global pledge to work toward halting forest loss associated with soybean production and cattle expansion in the Cerrado, a vast tropical savanna in Brazil

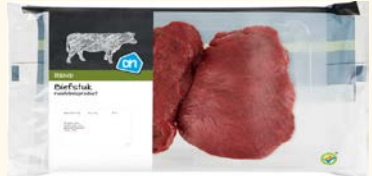


100% of six critical commodities sourced sustainably - palm oil



Palm oil in our
own brand
products will be
from sustainable
sources.



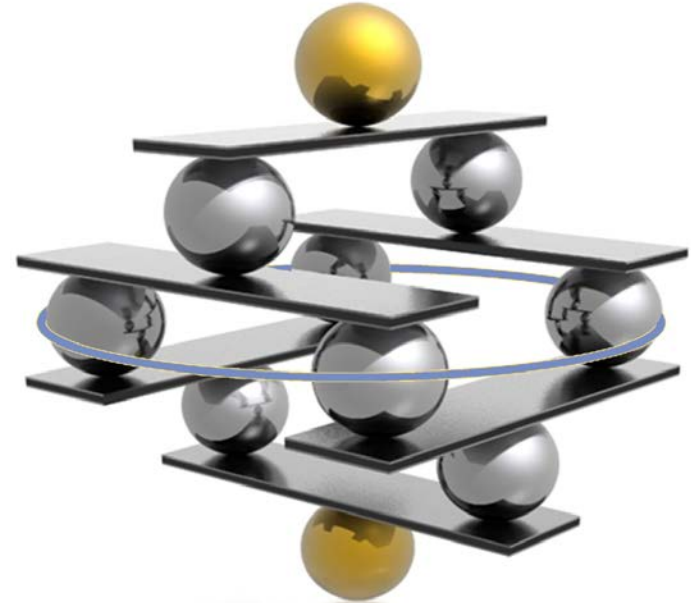


2016





Transparantie



'Better products every day'

Data als integraal deel van product

- Certificering van basisrisico (niet onderhandelbaar):
 - Voedselveiligheid + basis duurzaamheid
 - Arbeidsomstandigheden (op basis van risico-analyse)
 - 100% traceerbaar en transparant
 - 'Chain of Custody' in orde
 - Data beschikbaar en toegankelijk
 - Monitoren op continu verbetering

(Nog) grotere aandacht voor risicoanalyses

Basis van beheersing is pro-activiteit

GLOBALG.A.P.



Van eenrichtingsverkeer naar een circulair systeem



Dataverspilling tegengaan

1. De meeste data zijn ergens al een keer vastgelegd, maar gaan verloren
2. Data-systemen ➦ Datakwaliteit / betrouwbaarheid
3. Initiatieven:
 - interne Ahold Delhaize landschap
 - ISO Chain of Custody (assortimentsbreed + banken)
 - Koppelen data-systemen
 - Flexibele aanpak gewasbeschermingsmiddelen
 - Blockchain?



1. In perspectief:
 - a) Breed assortiment van 'eigen merk' producten
 - b) Individuele producten op het schap
 - c) Op telers-niveau over teeltsysteem/bedrijf
2. Betrouwbaarheid gegevensbronnen
3. Input versus Output indicatoren
4. Transparantie



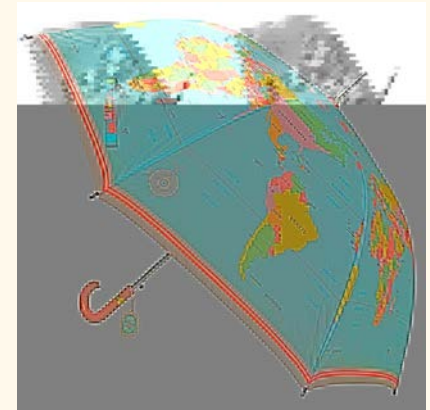


Ahold
Delhaize

Een ambitieuze en betrouwbare toezegging aan de markt

- Transparantie tot op gewenste niveau
- Continu verbetering
- Beschikbare techniek moet uit de kast
- Meetbare resultaten ter efficiëntieverbetering
- Betrouwbare resultaten / ondersteunende systemen
- Geen onterechte claims
- Intrinsieke motivatie van de hele keten

Zijn jullie er klaar voor?



Succes!



FOOD LION

Stop&Shop



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