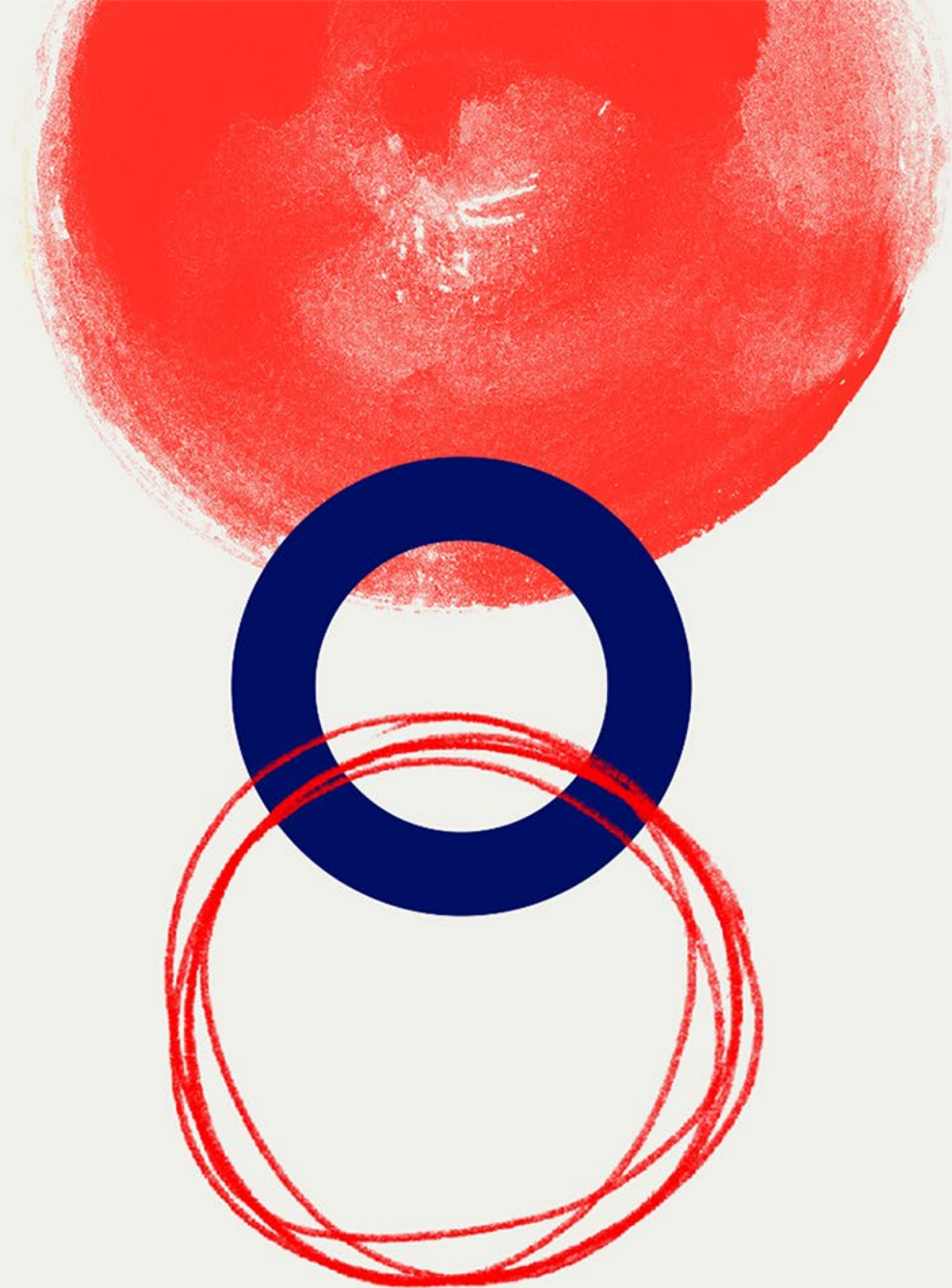


Animal Welfare and other Good Practices

25-01-2023





CONTINENTE PRODUCERS CLUB

Supporting
Portuguese
agrifood
sector...



OUR MISSION

- ✓ To promote Portuguese agriculture
- ✓ To promote sustainability of Portuguese producers
- ✓ To boost innovation & competitiveness
- ✓ To create added value products with high quality standards
- ✓ To offer the “Best of Portugal” to our clients



20 ANOS
CLUBE DE
PRODUTORES
CONTINENTE

MC Sonae is the leading food retail in Portugal

OUR PRODUCERS CLUB



2022

267
Members

11.000 jobs

200.000 hectares

€ 520M purchase value

240.000 tons purchase volume



300 stores

85% Portuguese fresh products

TO BE A MEMBER...

To comply with the CONTINENTE
PRODUCERS' CLUB PROTOCOL:

- ✓ Quality & Food Safety
 - ✓ Sustainability
- ✓ Innovation & Differentiation



PROMOTING GOOD PRACTICES

FARM LEVEL



↓ Cattle farming & Small Ruminants

To be a member of Continente Producers Club

Producers must guarantee good practices (quantitative criteria):



facilities



Origin & traceability



Cattle-management



Feed



Breeding



Animal health



Animal Welfare



Waste management



Workers health, safety and well-being



Pest control



PROMOTING GOOD PRACTICES

FARM LEVEL



↓ Cattle farming & Small Ruminants

To be a member of Continente Producers Club

BIODIVERSITY: Producers must guarantee good practices (qualitative criteria):

- ✓ Plantation/protection of the trees
- ✓ Minimum tillage (soil management)
- ✓ Grazing management
- ✓ Understorey diversification



Guaranteeing cattle farming and biodiversity conservation



Consumers want to know more about

Animal Welfare



CERTIFICATION WELFAIR



CERTIFICADO POR:



- ✓ The Welfair® certification is the only independent certificate approved by the Institute of Agrifood Research and Technology (IRTA) in collaboration with the Basque Institute for Agricultural Research and Development (NEIKER).
- ✓ Used at EU level + Latin America
- ✓ At MC Sonae: Poultry, pork, beef, sheep and goat meat

Extensive animal production



Protocol with a ONG



- Sustainability criteria and efficiency of the use of resources
- Aiming the communication of “best in class cases”

Aligned with...

Portuguese Long term Strategy for **Carbon Neutrality 2050**



ODS 12 – Responsible consumption and production



Farm to Fork Strategy





Sona MC