

The logo for SONAE MC is centered within a dark red circular area. The letters 'S', 'O', 'N', 'A', and 'E' are rendered in a white, pixelated, dot-matrix style. The letters 'M' and 'C' are in a clean, white, sans-serif font. The background of the entire image is a vibrant red, featuring a complex pattern of concentric, wavy lines of small red dots that create a tunnel-like or vortex effect, drawing the eye towards the central logo.

SONAE MC

F2F CONFERENCE

Changed, Change And Changing

Building an EU legislative framework for
sustainable food systems:

FARM TO FORK 2020 CONFERENCE – BUILDING FOOD SYSTEMS TOGETHER

1 6 O C T O B E R 2 0 2 0

ONDINA AFONSO

Director of Quality and Research
Chair of Producers Club
Chair of Food Committee EuroCommerce

SONAEMC

Sonae is a multinational company



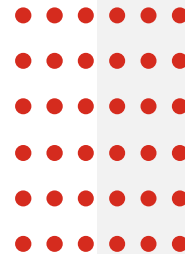
managing a diversified portfolio of businesses, which includes **FOOD RETAIL**

Turnover:

→ **4.702M€** *

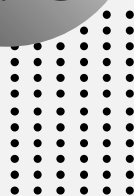
Underlying EBITDA:

→ **480M€** *



* 2019 - SONAE MC

The mission of the **Producers Club:**



To promote **Portuguese agriculture**



To support the **sustainability** of Portuguese producers



To boost **innovation & competitiveness**

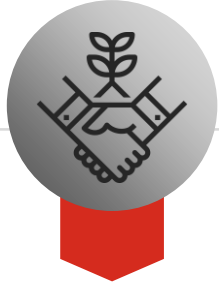


To create added value products with **high quality standards**



To offer the **best of Portugal** to our customers

The Producers Club



bridges the gap between what our consumers want **and** what our **producers** do

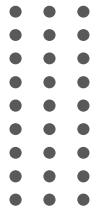


ensures our customers are **buying fresh, healthy and environmentally-friendly products**



Our **producers undergo a rigorous certification process** with a strong technical & scientific support from our team to better comply with criteria





Producers Club and F2F Strategy



Supporting local products – All products and producers endorsed by Producers Club are **local, sustainable and certified.**



Reducing pesticides – Project ZERYA – A training and support program designed to help 30 fruit and legumes producers to have the **certification Zero pesticides** in their products.



Carbon Neutrality – Producers Club has established a protocol with a Portuguese RTD performer to develop a roadmap, where the main objective is **to reduce carbon footprint** of fruits & vegetables produced by members.



The case of
wheat from
**Alentejo
Region**





The COVID-19 pandemic

also showed the importance of having a resilient internal market and **supporting local producers**



30 new producers

join the **Producers Club** between end of March and June 2020



In first semester 2020 we bought

80.000-ton of fresh products

to **Producers Club** (more 12% than 2019)





Retail is key to the success of the Farm to Fork strategy

The cooperation between retail and the F2F initiative is pivotal to ensure that millions of consumers across Europe have access to safe, nutritious and sustainable foods.



Retailers have a unique insight

into the supply chain of food and can share that knowledge to build an EU legislative framework that is fair and **changes** food systems, making them more resilient and helping to mitigate climate change.

Retailers can help to build a **constructive legislative framework**

We can help customers to shift to **healthier consumption patterns**

We implemented, 12 years ago, a **voluntary nutritional labelling scheme**

“Missão Continente” represents all the social **responsibility initiatives** promoting healthy **lifestyles and eating habits**, the **reduction food waste** and raising awareness on **conscious consumption**.

Retailers are well-positioned to support the **food systems of the future**



This is the right time to act, to change, to rebuild food systems and to provide a legislative framework that works for everybody



Retailers have a direct link to production, to customers and to all the food chain, so we can have a big impact when constructing a legislative framework for sustainable food systems.



A **new model** of partnership must rise:
Retailers are paramount to boost the transition.



Our planet and future generations depend on us and we only have one chance to set the example and keep
changing the World

