



OPEN RISK ASSESSMENT DATA

METRO GLOBAL STANDARD TRACEABILITY SOLUTION

EFSA Conference 15 October 2015

Britta Gallus

METRO GROUP PROFILE.



766 Locations
in 28 Countries.



986 Locations
in 15 Countries.



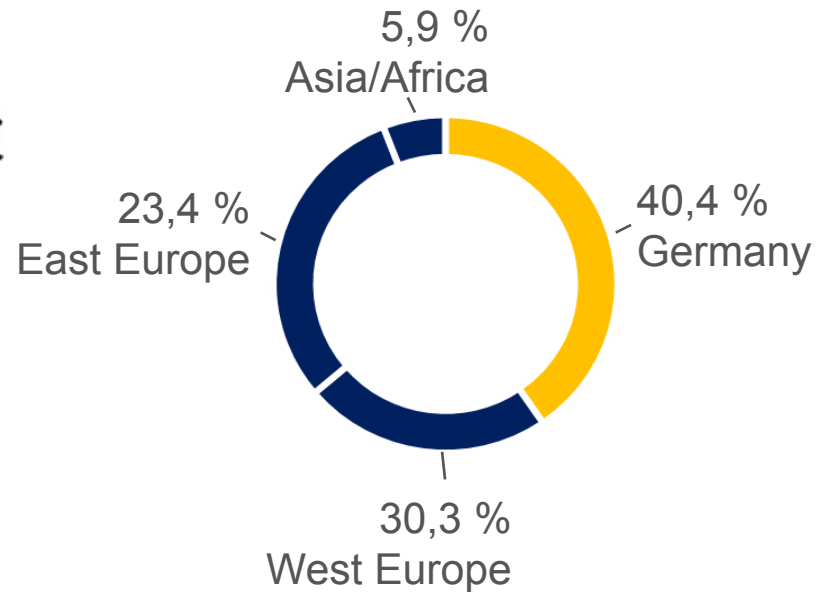
311 Locations
in 2 Countries.



137 Locations
in 2 Countries.



▶ **2,200 Locations in 31 Countries.**
Status: September 2014.



Turnover 2013/14 = 63.035 Mio. €

TRACEABILITY.

METRO GROUP works towards a “**Global Standard Traceability solution (GSTS)**” as a

- new robust and **scalable** general traceability approach
- **applicable** to food and non-food products on
- an **internationally harmonized** level,
- covering sustainability and safety aspects, but also advanced marketing, efficient recall handling and anti-counterfeiting.

This system should be strictly based on open global standards to ensure **global interoperability**, avoidance of cost caused by spreading **island-solutions** and best use of modern technology.

TRACKING & TRACING OF PRODUCTS: WHY?

Product recall,
Anti counterfeiting,
Shrinkage reduction



Consistent Solution



Increasing legal
requirements

Global scalable



Traceability System

Food scandals
&
Consumer trust



and standardized Traceability System



Digitalisation and
increasing
consumer demand
for more
information

GFSI (Global Food Safety Initiative)



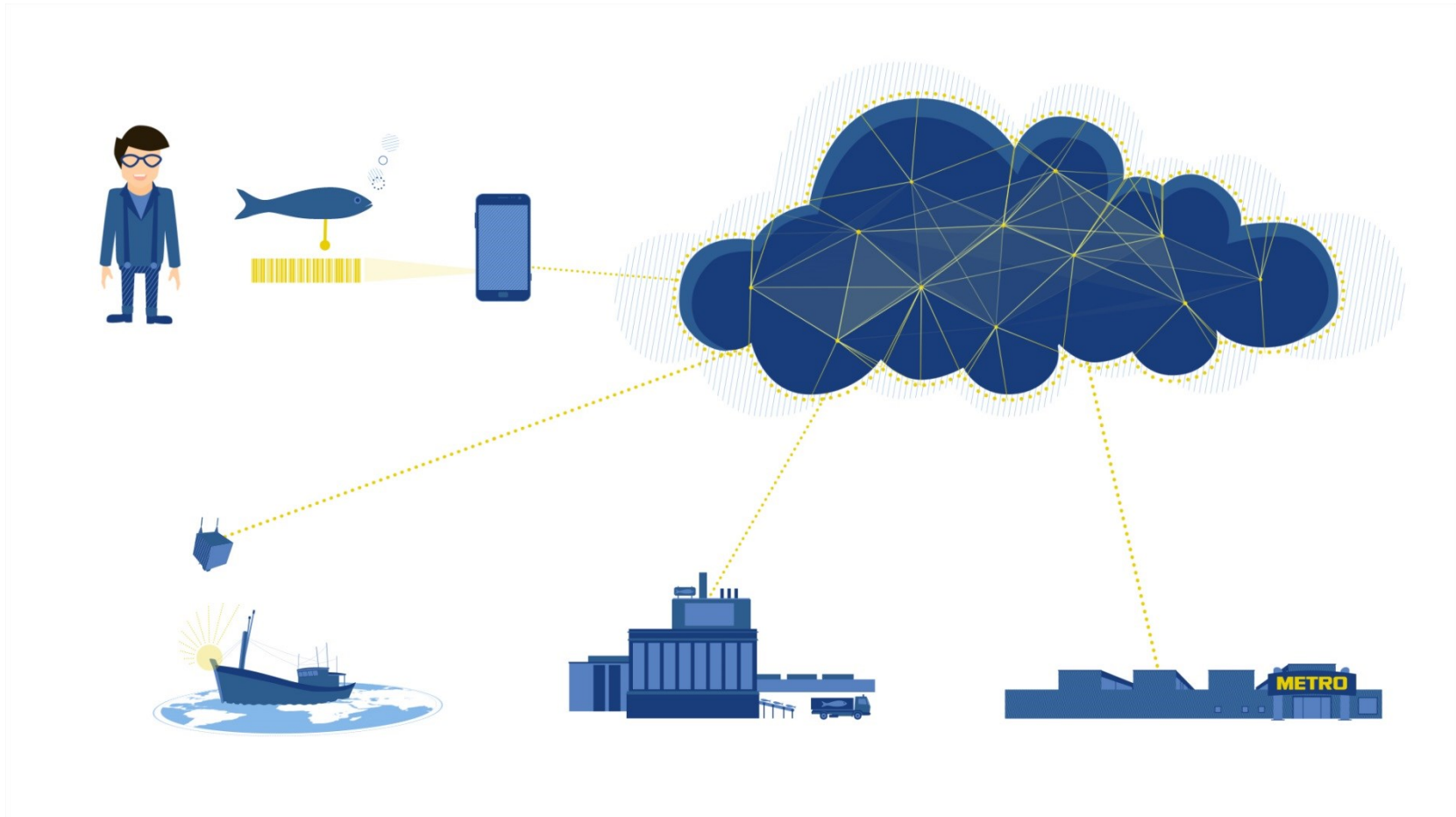
- Improves Consumer Trust
- Standards are recognised worldwide
- Enhances our company's image
- Confidence in sourcing and safer food for the consumer
- Decreases complexity and costs
- Supports our traceability efforts



GLOBAL STANDARD TRACEABILITY SOLUTION (GSTS): HOW?

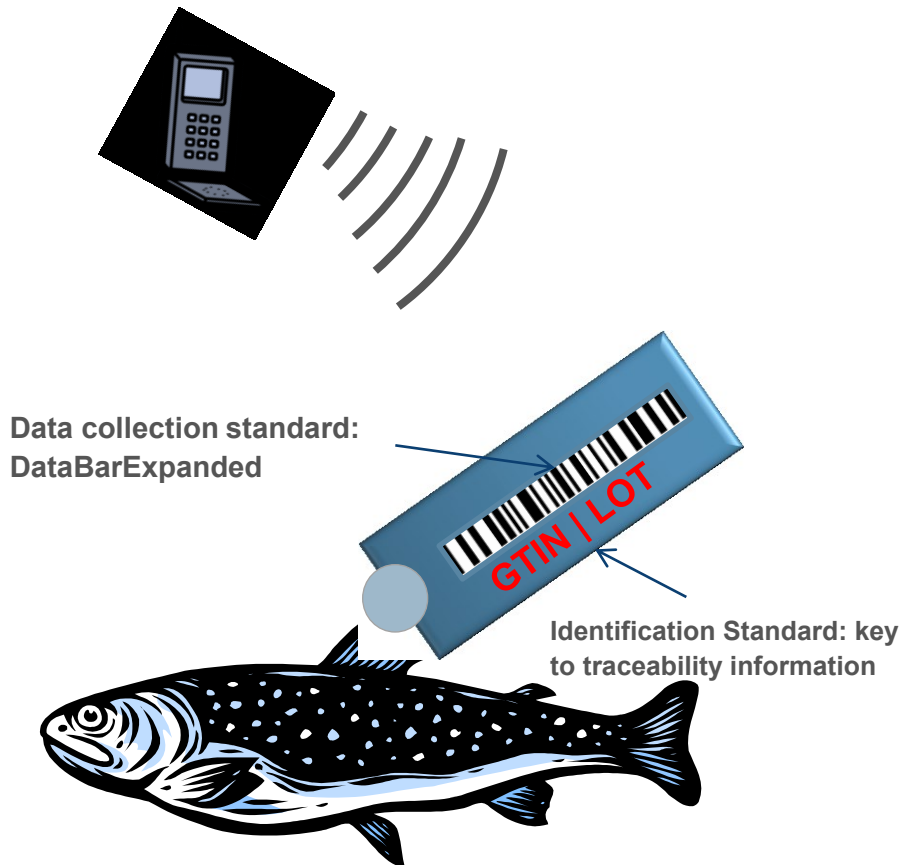

To learn about the solution, please click on the link:

<http://www.metrogroup.de/en/responsibility/customer/traceability>



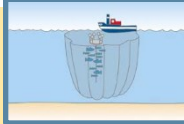
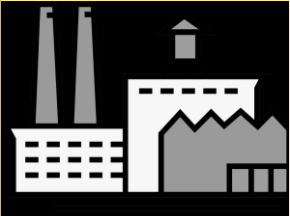






TRACEABILITY @ METRO: WHAT?

- scientific name
- lot
- fishing vessel
- FAO fishing area
- sub area
- date of catches
- Category fishing gear

- ...
- production method
- minimum durability
- quantity
- ...
- ...

- ...

- ...

TRACE INFOS VIA METRO'S PRO TRACE APP.



IOS



<https://itunes.apple.com/de/app/follow-metro/id886168099?mt=8>

Android



<https://play.google.com/store/apps/details?id=net.metro.systems.followMETRO>

INTERNATIONAL CONTEXT.

G7 CLIMATE CHANGE

THE NEW ECONOMY

United Nations Framework Convention on Climate Change

INTERNATIONAL GREEN AWARDS FOR CREATIVITY IN SUSTAINABILITY

THE G7 SUMMIT SCHLOSS ELMAU, GERMANY 7-8 JUNE 2015

THINK GLOBALLY. ACT LOCALLY. SHOP DIVINELY. 2,200 TIMES.

AROUND 250,000 EMPLOYEES. 2,200 LOCATIONS. 30 COUNTRIES. ONE COMPANY.

METRO GROUP is one of the most international retail and wholesale companies worldwide. We offer private and professional customers a comprehensive range of products and services with strong brands. These are the best foundations to grow further. And to grow with us, www.metrogroup.de

METRO GROUP
MADE TO TRADE.

ALCOHOL • BOOKS • FOOD • GARDEN • HOME • PET • TOYS

018 G7 MEMBER COUNTRIES

A CLOUD FOR THE OCEANS

HENJO HUTHMÄCHER, MEMBER OF THE MANAGEMENT BOARD, METRO AG

METRO GROUP

Seventy per cent of our planet is covered by oceans. They provide more than 50 per cent of our oxygen and are an essential source of food, the importance of which will continue to increase in the future. However, the delicate ecosystem of the oceans is threatened by climate change, pollution and overfishing. For this reason, it is more important than ever before that we take joint, decisive action.

The world's population is continuing to grow. A United Nations study estimates that some 9.6 billion people will be living on our planet by 2050. The question is to how to ensure enough food for all these people in one that remains unharmed. This is one of our greatest social challenges. In order to overcome it, we must increase food production by 70 per cent over the next 35 years. However, the resources that are necessary for this are becoming increasingly scarce. This problem is exacerbated by the accelerating climate change, which leads to extreme temperatures, drought and flooding catastrophes.

Because of this, the oceans are becoming more and more important as a source of food for the growing world population. Today, billions of people already depend on the oceans as their primary source of food. As the most recent State of World Fisheries and Aquaculture report of the United Nations (FAO) phrases it: "Never before have people consumed so much fish or depended so greatly on the sector for their well-being." As an increasingly important source of protein, essential fatty acids and trace elements, fish provides more than 16 per cent of our animal protein needs

worldwide. And consumption is rising, while per capita fish consumption by adults in the 1990s averaged at just 9.9 kilograms per annum, this figure was as high as 13.2 kilograms in 2012. This can be attributed to the rising demand from a growing population as well as to higher income and more efficient distribution channels.

Up until the end of the 15th century, scientists believed that overfishing was not possible owing to the sheer productivity of the oceans. This outlook has long since been refuted. That fish as a finite resource can be taken not least from the figures in FAO's report The State of World Fisheries and Aquaculture, almost one third of fish stocks in our oceans are overfished. Around 60 per cent are fished to the maximum sustainable level and barely 10 per cent are seen as still being virtually untouched. Illegal, unreported and unregulated fishing (IUU) and still high bycatch rates are also alarming. The report also gives insight into what can be done to stop this development. Experts explain that, just by regenerating overfished



METRO GROUP's approach to marine conservation gave importance to "the protection of the marine environment" on the G7 agenda.



Above: Henjo Huthmacher, Member of the Management Board, Metro AG

"IN OUR VIEW, ONE CENTRAL APPROACH WITH REGARD TO PROTECTING OUR OCEANS INVOLVES ADOPTING PRACTICABLE AND USER-ORIENTED TRACKING METHODS THAT INCLUDE THE ENTIRE VALUE CHAIN"

As one of the largest fish retailers in Europe, METRO GROUP is an important player in the global value chain. Every year, we sell about 200,000 tonnes of fish in our stores worldwide. This means that this product is extremely important for our business. However, protecting fish stocks is not only of great importance to us from a commercial perspective. As an international company, we also bear social responsibility and feel that it is our duty to find answers to global challenges.

In our view, one central approach with regard to protecting our oceans involves adopting practicable and user-oriented tracking methods that include the entire value chain. Fish is one of the most widely traded products worldwide. It undergoes a complex value creation process from catch to processing and sale – a process that, in many cases, is split far from transparent. However, in order to identify healthy stocks and curbing IUU fishing, we need reliable information about the origin of the fish and about all stages of the process.

This is where our approach comes in: since 2012, we have been working together with our cooperation partners on a decentralised and open source solution that can be used in its entirety to trace products from their origin all the way to the consumer. This aims to establish seamless transparency with regard to the use of resources and the procurement of products. In this way, we establish a valuable basis for the sustainable management of worldwide fish stocks.

In 2013, we launched our tracing system for the fish product group as part of a pilot project in Germany. It is relatively simple, from the manufacturer to the retailer, all those involved in

the supply chain record their product information in electronic databases. The information fed in decentralised is then brought together in a cloud. A special search engine allows all players to call up detailed information about individual batches. The beauty of this technology is that it is based on open, international standards and can be used by large and small companies alike. This means that it is available to all market participants and, for the first time ever, makes it possible to establish a uniform international tracing system.

We make the data available to consumers via an internet platform or the smartphone application "Pro Trace" – for instance, they can determine the body of water in which the fish were caught and the method that was used to catch them. This is done using barcodes on packaging or with the aid of information on the invoice. Since launching this tracing solution, we have extended it throughout Germany to include fresh fish as well as the frozen fish, fish delicatessen and meat product groups. Other retailers and suppliers already use our tracing system. The next step involves rolling out the system in further countries – including France, Spain, Hungary and the Czech Republic – gradually expanding not only the group of participants but also the database.

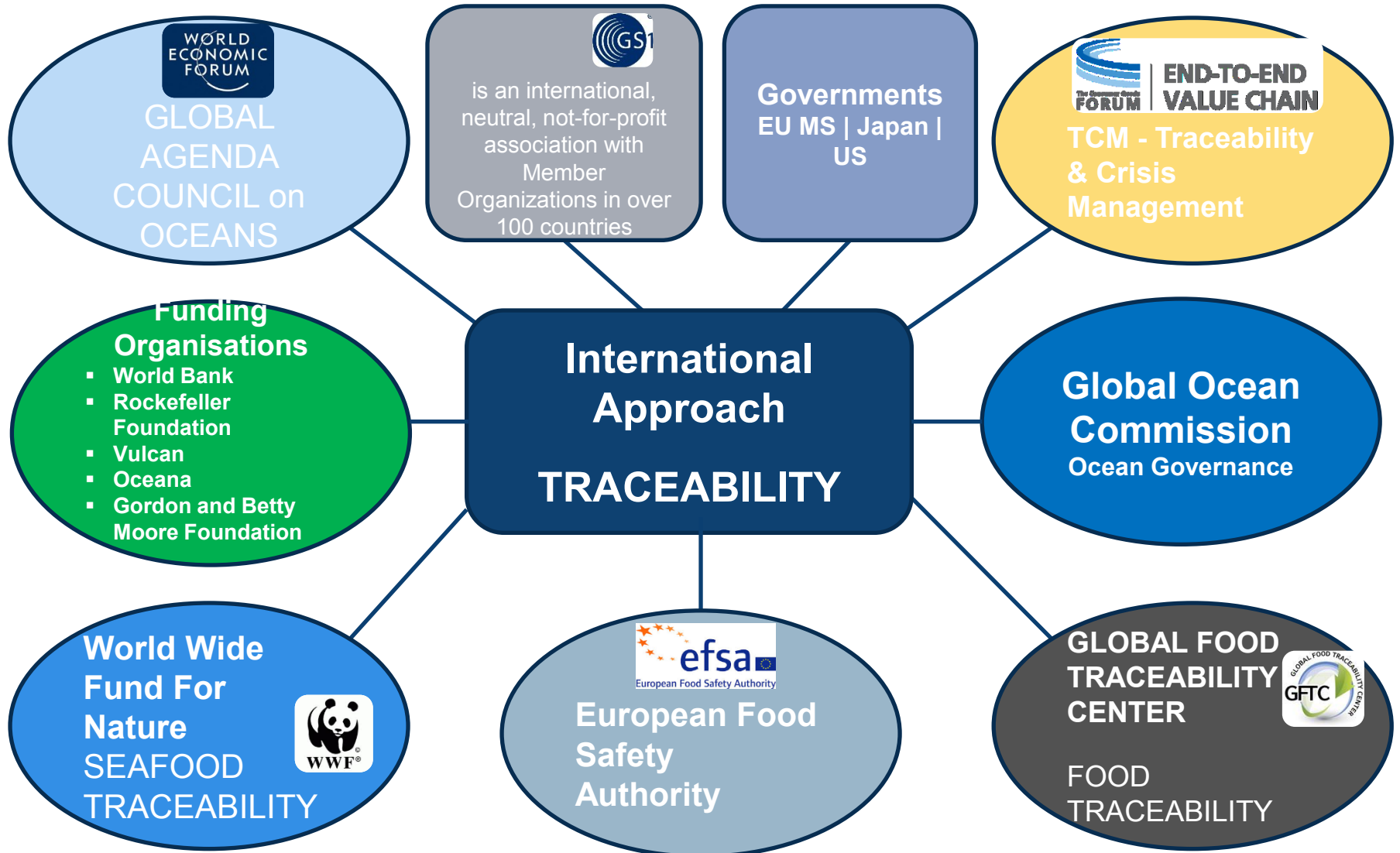
Since we at METRO GROUP have been examining the question of product traceability and have been seeking out the best solutions together with our cooperation partners, we have generated extensive experience. One particularly important finding is that a high level of transparency in value chains is not only necessary and increasingly demanded by consumers – it is, definitely, also possible. In our tracing system a broad-based, long-term instrument with which we can take our commitment to the marine ecosystem and to fish to a new level. And what is every bit as important as this is that the solution brings together the various players in the value chain and allows them to interact with each other and give direct feedback. Accordingly, it opens the way for a common understanding of how we can use our oceans and their resources in a sustainable way – and, ultimately, it paves the way for decisive, unified action.

G7 MEMBER COUNTRIES 019

ABOUT THE AUTHOR

Henjo Huthmacher has been a Member of the Management Board of METRO AG since October 2011, with responsibility for Human Resources, Information Management, Audit and Sustainability. He holds a degree in business management and has more than 20 years of experience in human resources management, including at companies such as IBM and Alcatel.

INTERNATIONALIZATION: SETTING THE SCENE.



QUESTIONS

Britta Gallus, METRO GROUP, britta.gallus@metro.de