MERCADONA'S FISHING POLICY & COMMUNICATION

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OVERVIEW

- Mercadona
- Fish Consumption in Spain
- Mercadona's Fish Strategy
- Communication
- Conclusions

MERCADONA

- Family-owned Spanish supermarket chain
- 1,502 neighbourhood stores
- 4,8 million households
- 9,8 billion units sold per year
- 19.800 millions of euros revenue
- 74.000 workers, all of them under permanent contract
- **110 integrated suppliers. More than 2.000 suppliers.**

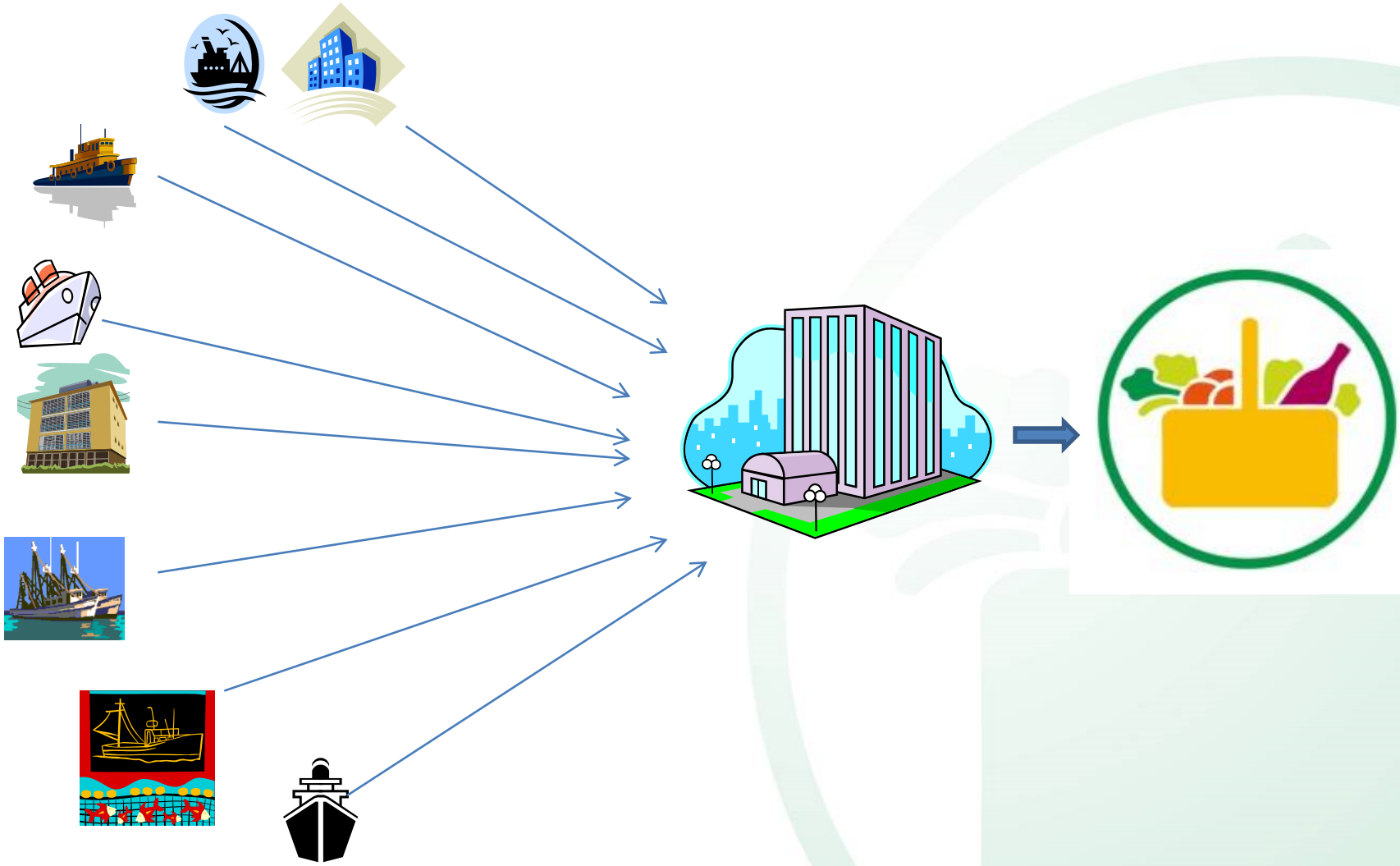
Updated December 2013

FISH CONSUMPTION IN SPAIN

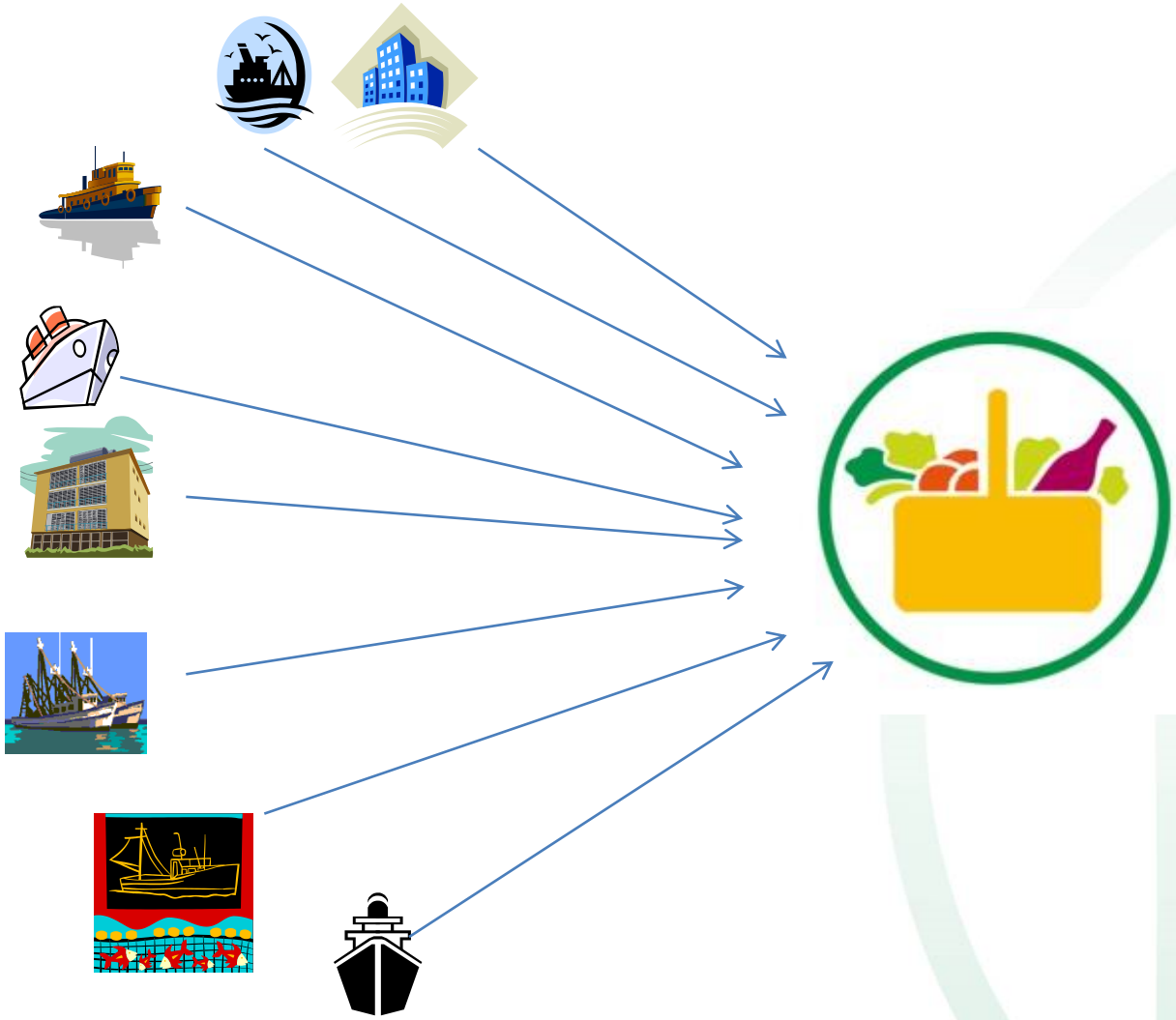
WHAT IS HAPPENING

- We've overhauled all of our fish strategy and started building it from scratch according to the principles of a larger project within Mercadona called "Mercadona's Sustainable Agri-Food Chain".

THE SITUATION WAS THIS



AND NOW IT'S THIS

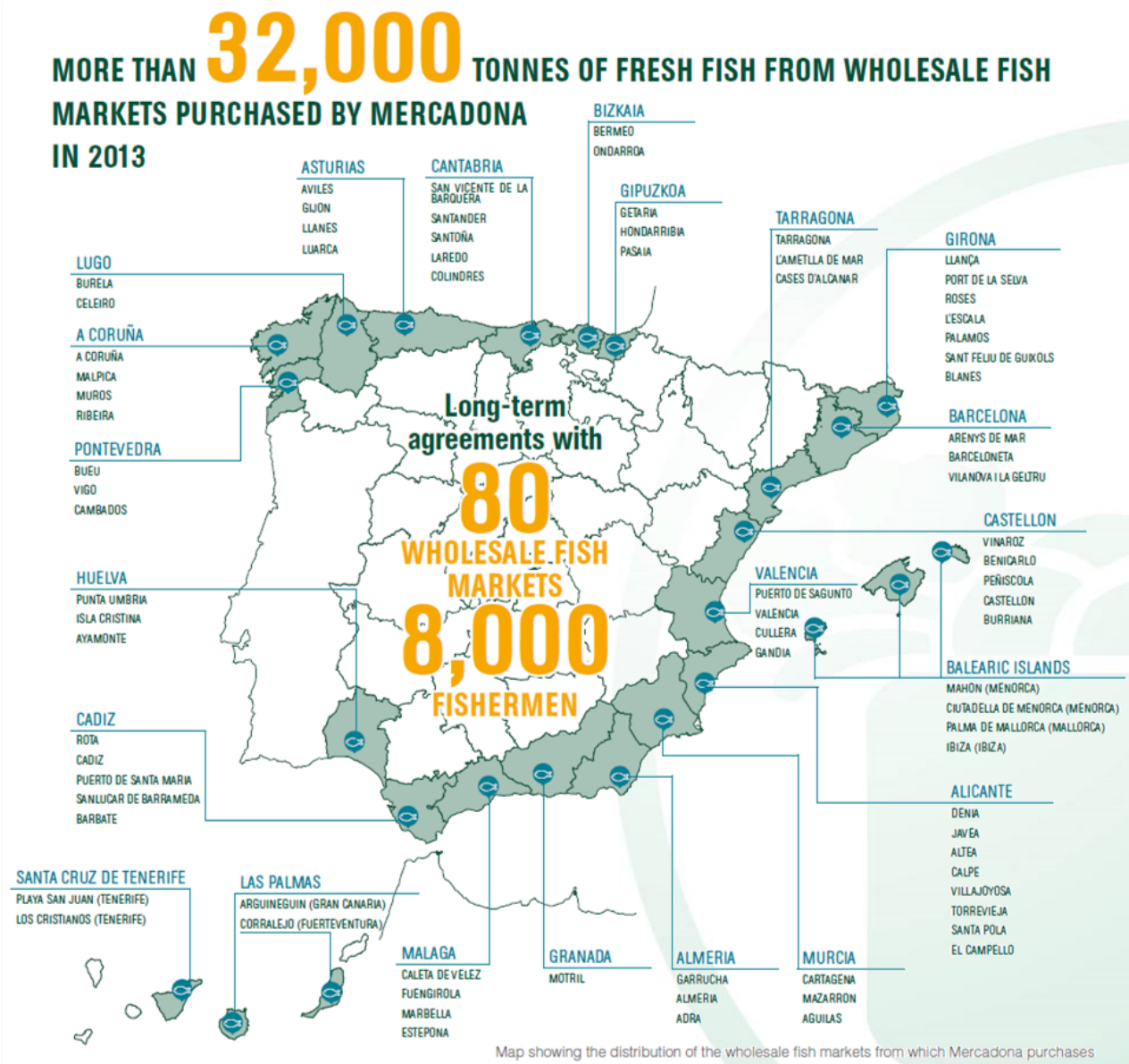


COMMUNICATION

- The change was huge and we wanted our clients to know what it was about.
- This meant communicating more about other issues, too.
- It's ongoing; we are still learning.

COMMUNICATION

COMMUNICATION



Map showing the distribution of the wholesale fish markets from which Mercadona purchases

COMMUNICATION

MERCADONA
TRUSTWORTHY SUPERMARKETS

FISH PURCHASING POLICY

This Fish Purchasing Policy commits both Mercadona and its suppliers to work hand in hand on the basis of the following criteria:

- *Not to trade with the produce from illegal, unreported or unregulated fisheries.*
- *To grant traceability from the ship to the store.*
- *Labeling products according to the existing regulations, providing clear, true and accessible information to the consumer.*
- *To comply with legal regulations regarding minimum sizes, restricted areas and fishing bans, among others.*
- *Supporting the ongoing improvement of fishing methods and tackle.*
- *Supporting adding new products that comply with sustainability criteria.*
- *Suppressing endangered species from our product range, or species that come from seriously jeopardized eco-systems.*
- *Supporting products from sustainable aquaculture that comply with internationally accepted best practices.*
- *Supporting local fisheries.*
- *Respecting fair working conditions.*

All decisions will be taken on the basis of the available scientific data from reliable and renown bodies and institutions.

COMMUNICATION

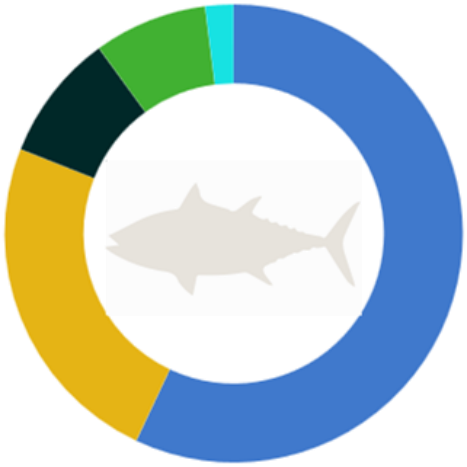
COMMUNICATION

COMMUNICATION

infosostenibilidaddelatun.org

ISSF INTERNATIONAL SEAFOOD SUSTAINABILITY FOUNDATION

Aquí puede obtener más información acerca de la sostenibilidad del atún y de las iniciativas emprendidas por compañías líderes, incluida la que ha elaborado el producto de atún que usted ha comprado.



- Atún Listado
- Atún Blanco
- Atún de Aleta Amarilla
- Atún Rojo
- Atún Patudo

- Stocks a Niveles Sostenibles
- Stocks a Niveles Insostenibles

COMMUNICATION

DOES IT WORK? – OUR EXPERIENCE

- It helps to give information, but it does not trigger a change in behaviour (only the previously convinced customers pay attention, either to congratulate or criticise us).
- The customers' main concerns are **price** and **quality**. Followed closely by local origin.
- Even sustainability-centered information (on social media, for example) doesn't trigger many sustainability-related comments.

OUR CONCLUSIONS…

- Our new sales model for fish is extraordinarily complex and we still have a lot to learn.
- We feel it's important to communicate and do so in a number of ways.
- Right now the client's attention is centered on price and quality.
- We'll be ready when this changes.

THANK YOU