Technical & CSR

Tor Harris, Head of Sustainability & Responsible Sourcing
Cherry Orchard, Hereford.

We are the only supermarket to guarantee that all our UK fresh fruit and vegetable growers are LEAF Marque certified to ensure strong environmental standards.
A different kind of business

“The Partnership was created wholly and solely to make the world a bit happier and a bit more decent”

John Spedan Lewis
Founder, John Lewis Partnership
Our principles

1. Purpose
2. Power
3. Profit
4. Partners
5. Customers
6. Business relationships
7. The community
Unprecedented economic conditions

- Sterling devaluation
- Rising costs
- Technology
- New entrants
Market polarisation
Our goal
‘to be the most innovative high quality, high service fresh food retailer, uncompromisingly good in everything we do’.
Significant global challenges
These aren’t abstract issues

Peru floods - destroyed the veg crop

Geopolitical instability - vast numbers of migrants, vulnerable to exploitation in our supply chains

Spain freak snow and rain - resulted in veg shortages

Drought in Kenya - drove socio-economic/political instability and cattle invaders

SA fresh produce from desert regions - what further impact will climate change and water scarcity have?
Importance of LEAF
Key point of difference
Need to raise awareness...

Everything we do goes into everything you taste.

Waitrose
#TheWaitroseWay
And keep raising the bar...
BEHIND THE BRANDS
Change the way the food companies that make your favorite brands do business.

MADE WITH SLAVE LABOUR?

Transparency is The New Green.

How?

Waitrose | Technical & CSR
Thank you
SLIDE GRAVEYARD
Sustainability goals for us

• Maximise on farm renewable resources (rain, wind and sun)
• Minimise bought in man made fertilisers
• Minimise pesticide use (insecticide, fungicide and herbicide)
• On-farm water capture, storage and optimal use
• Highest level of biodiversity as part of eco pest, disease and pollination regulation
• Carbon capture in soils, orchards and via minimal tillage systems
• Zero food waste by variety choice, crop timing and collaborative marketing
• Economic viability ensured for all key farms we engage with
• Active climate change mitigation in place
Waitrose weekend | 6 July 2017

Natural progression

The latest Waitrose TV ad follows cherries from pollination to pavlova - with a starring role for bees

As seen on TV

Pick of the week

Find our recipe for fresh cherry pavlova on page 3, and look out for this selection of fruit and veg from LEAF Marque certified growers in store now. Everything we do goes into everything you taste. #TheWaitroseWay

Waitrose Cherries
Waitrose Cauliflower
Waitrose Sweet Peppers
Waitrose Bella New Potatoes
Waitrose Pima Del Monte Tomatoes

Waitrose Radicchio
Waitrose Sweetcorn
Waitrose Red Cabbage

Waitrose Black Tomatoes
Waitrose Strawberry Raspberries
Waitrose Baby Red Peppers

Waitrose Blackcurrants
Waitrose French Beans
Waitrose Extra Large Asparagus

Waitrose Black Cabbage
Waitrose Red Cabbage
Waitrose Red Peppers

Waitrose Radicchio
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The Waitrose Way

Our cherries
We are the only supermarket to guarantee that all our UK fresh fruit and vegetable growers are LEAF Marque certified to ensure strong environmental standards

Find out more

At Waitrose, we believe in championing British produce, treading lightly on the environment, supporting responsible sourcing and treating people fairly. We believe everything we do goes into everything you taste.

Championing British
We build long-term relationships with our farmers and suppliers, working sustainably to deliver quality produce that helps our customers get the possible products to help them to live more healthily.

We’re doing the right thing by farmers
We’re backing British
We’re ahead of the field in organic

LEAF
The LEAF (Linking Environment and Farming) marque is a guarantee to consumers that the producer operates their business and production techniques in an environmentally responsible way.

Acting as a bridge between conventional and organic farming, the LEAF initiative encourages farmers to do more to protect and enhance the countryside by adhering to a series of integrated farm management principles including:
- efficient soil management and appropriate cultivation techniques
- the use of crop rotation
- careful choice of seed varieties
- a commitment to animal welfare and wildlife habitats
- maintenance of the landscape and rural communities

Cherries and berries

LEAF is an independent charity dedicated to raising the integrity of British food and it advises farmers and growers on how they can meet the strict standards enabling them to display the LEAF marque on their products. Several farms that supply Waitrose already demonstrate the LEAF principles and we want to encourage all Britain’s farmers to produce food in the most responsible way, thereby offering our customers the ability to make an informed choice about the food they buy.

If you value wholesome, affordable food that is produced to environmentally and socially responsible standards then look out for the LEAF marque on Waitrose fruit and vegetables.

For more information about the LEAF initiative visit http://www.leafmarque.com/ (This link opens in a new window).