

SuperValu Local Organic Initiative

June 14th 2011

Overview

SuperValu

192 independently owned stores

Real Food, Real People

Honestly priced, honestly sourced,
leaders in fresh food



Local & Irish



75% of everything on
SuperValu's shelves is sourced
or produced in Ireland

67% of SuperValu's
fruit and veg is Irish;
€149m of retail sales



Local & Irish – Communities

- Tidy Towns
- GAA
- Local Sponsorship
- Getaway Breaks



Home Registration Schools Catalogue Clubs Catalogue Order Form and Free Collection Stores List

SuperValu KIDS IN ACTION

On Your Marks... Get Set... GO!...

Hi and Welcome to SuperValu Kids in Action 2009
... Giving Kids' health & wellbeing a real sporting chance

From the first Kids in Action in 2006, over 2,000 primary schools have registered for the programme annually and have received free Sports Equipment with a value of €1m, €1.5m and €1.2m in successive years and an overall total of €3.5m.

Now in its 4th year, Kids in Action is open to Juvenile Sports Clubs as well as primary schools and continues to offer a fantastic opportunity for kids in your local community to get valuable sports equipment, to further encourage an active and healthy lifestyle. As always, the promotion of healthy food and wellbeing remains central to the focus of the programme and we are very conscious of the role of the Principals, Teachers, Coaches and the local community to its on-going success. Our thanks once again for your commitment and support in 2009.

Now on your marks... get set... Register

If you have any queries about SuperValu Kids in Action please
FREEPHONE 1800 24 26 48 Monday to Friday 9-5pm

To email your queries [Click here](#)



Why Local Organic ?

- The story of John, Sarah & Eugene



Why Local Organic ?

- Old Supply Chain



- New Supply Chain



Why Local Organic Continued...

Benefits:

Fresher produce

Cheaper to produce

Local Credentials

Less food miles

Environmental &
Sustainability agendas

Differentiation

Heroises product & Grower



Grower: Nick Cullen

Trial

- Worked with Beechlawn Organics
- Trialled in 6 stores
- Got the Basics Right

Success: Padraig & Una continue to supply their 6 original stores.



Rollout

- Trial feedback
- Agreed a National rollout plan
- Agreed Range & basic terms & conditions



IOFGA Officially Endorse SuperValu Local Organic Grower Program

IOFGA endorses SuperValu's organic producers initiative



Irish Examiner
April 2011



SuperValu's local organic project to develop long-term stable partnerships between growers and retailers has been endorsed by the Irish Organic Farmers and Growers Association (IOFGA). At the announcement were, from left, IOFGA development officer Grace Maher; Michael Collins, fruit and vegetable manager at Scally's SuperValu, Clonakilty, Co Cork; and Sara and John Devoy of Devoy's Organic Farm, Rossary. Fifteen growers and local stores are already working together on the range, price and merchandising of produce.

Irish Examiner May 2011



Oliver Moore & Colum
O'Regan SuperValu
Glanmire

Growing from Strength to Strength

- Launched in 2009 in 6 stores working with one grower



SuperValu
Real Food, Real People

- On track to be present in 50 stores this summer

- **In 2010 IOFGA officially endorse the SuperValu Organic Grower Program**

- Working with over 20 growers throughout the country

- Huge growth – intend to reach 100 stores in 2013



Opportunity

- Benefits...
 - Grows Sales
 - Less time consuming
 - Consumers seek you out
 - Direct Dealing with store – risk minimisation



Next Steps ;

To learn more about the scheme or to join our network please call us on 0214803006 or 0214803370.

You can also email emma.rochford@musgrave.ie for further information.