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# SUSTAINABILITY

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# SUSTAINABILITY – DEFINITIONS

## SOMETHING SUSTAINABLE:

- AVOIDS DEPLETION OF NATURAL RESOURCES
- BRINGS TOGETHER ECONOMIC PROSPERITY, ENVIRONMENTAL QUALITY AND SOCIAL EQUITY BENEFITING THE COMMUNITY AS A WHOLE

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# **7 CRITERIA FOR A SUSTAINABLE FOOD CHAIN:**

- **HEALTHY**
- **BENEFICIAL TO ENVIRONMENT**
- **FAIRLY TRADED**
- **FAIR TREATMENT OF STAFF**
- **SOCIALLY INCLUSIVE**
- **LOCATION**
- **ACCESSIBLE**

**ON IMPORTED PRODUCT CAN TRADITION, KNOWLEDGE AND SEASONABILITY COMBAT LOCATION AND ACCESSIBILITY?**

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# 1. HEALTHY

## ■ **ORGANICS**

- INVESTMENT IN ORGANIC BABYLEAF SINCE 2003 - €10 MILLION
- BRANCHING OUT INTO OTHER ORGANIC PRODUCTS – SPECIFICALLY BRASSICAS SINCE 2006 BOTH FOR SUPERMARKETS AND CATERING COMPANIES.
- BENEFIT OF ORGANICS TO HUMAN HEALTH – NO RISK OF TOXICITY, LOSS OF MINERALS GREATLY REDUCED BY NOT USING ARTIFICIAL FERTILISERS.

## ■ **CONVENTIONAL PRODUCT**

- AT LTM FARMS USE OF ORGANIC GROWING SYSTEM ON CONVENTIONAL PRODUCT WHEN POSSIBLE.
- REGULAR TESTING – MR AND MICRO
- SYSTEMS IN PLACE TO REDUCE CONTAMINATION VIA WATER TO AN ABSOLUTE MINIMUM
- TESCO NATURES CHOICE
  - RATIONALISATION OF PLANT PROTECTION PRODUCTS (CHAPTER ONE)
  - RATIONALISATION OF FERTILISER USE (CHAPTER TWO)

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## **2. ENVIRONMENTALLY BENEFICIAL**

### **■ ORGANICS**

- 35 HA OF ORGANIC BABYLEAF PRODUCTION VS 55 HA OF CONVENTIONAL BABYLEAF PRODUCTION – THEREFORE AN INCREASING PERCENTAGE OF PRODUCTION IS AFFECTING SOIL QUALITY POSITIVELY AND IS WORKING TOWARDS SUSTAINABILITY OF LAND FARMED AND OF THE SOIL FERTILITY.
- BIODIVERSITY – ORGANIC FARMS HAVE MORE BIRDS, MORE INSECTS AND MORE PLANTS THAN CONVENTIONAL FARMS

### **■ CONVENTIONAL PRODUCT**

- WHOLE THEORY OF TNC – FARMING HAVING A POSITIVE IMPACT ON THE ENVIRONMENT
  - CHAPTERS 1 + 2 – RATIONALISING PLANT PROTECTION PRODUCT AND FERTILISER USE
  - CHAPTER 3 – MINIMISING POLLUTION FROM FARMING
  - CHAPTER 7 – ENCOURAGING BIODIVERSITY ON FARM LAND
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## **3. FAIRLY TRADED**

- **SUPPLY BASED ON LONG STANDING DIRECT RELATIONSHIPS WITH GROWERS – SHORT SUPPLY CHAIN.**
  - **VS TRADITIONAL UK-ITALY RELATIONSHIPS VIA AGENCIES WHICH GIVES GROWERS NO ROOM FOR DEVELOPMENT**
  - **DIRECT RELATIONSHIPS MEAN THAT FULL TRACEABILITY OF PRODUCT IS POSSIBLE – IT KEEPS THE CONSUMER AND THE GROWER AS CLOSE TO EACH AS POSSIBLE IN THE CURRENT UK MARKET**
  - **J.W. EUROPEAN LTD AS A FILTER FOR INFORMATION BETWEEN THE ENGLISH CLIENT AND THE GROWER – PROVIDING GROWERS WITH A MARKET AND A LINK TO THAT MARKET AND THE CLIENT WITH A DIRECT LINK TO THE FOOD PRODUCER**
  - **DIRECT CONTACT WITH A SELECTED PORTFOLIO OF GROWERS IS A LONG TERM STRATEGY THAT GENERATES A SUSTAINABLE LONG TERM SUPPLY**
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## **4. FAIR TREATMENT OF STAFF**

- SEDEX.
- TESCO NATURES CHOICE – CHAPTER 4 – PROTECTION OF HUMAN HEALTH.

## **5. SOCIALLY INCLUSIVE**

- LOCAL LONG STANDING LABOUR FORCE AT FARMSTESCO NATURES CHOICE – CHAPTER 4 – PROTECTION OF HUMAN HEALTH.
  - A SHORT SUPPLY CHAIN WITHOUT AGENCIES RESULTS IN GROWERS THAT CAN REINVEST AND GROW WHICH STIMULATES THE LOCAL ECONOMY CREATING SUPPORTING BUSINESSES AND A MORE UNITED PROSPEROUS COMMUNITY. THIS ALSO IN TRADITIONAL FARMING AREAS SUCH AS THE PIANO DI SELE IN SALERNO PROTECTS A SPECIFIC WAY OF LIFE AND A TRADITIONAL USE FOR THE GROUND FOR FOOD PRODUCTION SPECIFIC TO A SEASON/GEOGRAPHICAL AREA
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## 6. LOCATION + ACCESSIBILITY

- NOT LOCAL
- ACCESSIBILITY – A LOGISTIC SYSTEM BASED ON FULL LORRIES AND DIRECT RELATIONSHIPS WITH HAULIER

## 7. LOCAL KNOWLEDGE AND TRADITION

- MACHE – NANTES, FRANCE (MACHE NANTAIS)
  - ROCKET – A WILD HERB THAT HAS ALWAYS EXISTED IN ITALY (PLINY)
  - RADICCHIO – VENETO (ALL VARIETIES NAMED AFTER LOCAL TOWNS)
  - AN EXTRA MARKET FOR THESE PRODUCTS IN THE UK IN THE WINTER OR DURING SUPPLY GAPS HELPS TO SUPPORT FAMILIES WITH A LONG TRADITION OF GROWING, A LOCAL FOOD CULTURE AND A TRADITIONAL WAY OF USING THE LAND.
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## **8. SEASONABILITY**

- SOURCING FROM ITALY WITH ALL CONDITIONS DETAILED ABOVE IN PLACE ALLOWS US TO HAVE THE BEST PRODUCT 12 MONTHS OF THE YEAR FROM THE AREA MOST SUITED TO GROWING IT TO SUPPLY CUSTOMERS WITH
- THIS MAKES IT SUSTAINABLE FOR SUPERMARKETS – ON SHELVES 12 MONTHS OF YEAR
- BENEFIT TO CUSTOMER – MORE CHOICE OF HEALTHY FRESH PRODUCE
- BENEFIT TO UK FARMERS – 12 MONTH SUPPLY GUARANTEES THEIR PRODUCTION OF THE CROP IN THE SUMMER

IMPORTING FROM ITALY TO THE UK MARKET BECOMES SUSTAINABLE WHEN THE TWO MOST IMPORTANT PARTIES BENEFIT – THE GROWER AND THE CONSUMER. BY PLACING THE PRODUCERS AND THE CONSUMERS FIRST AN INTERMEDIARY'S BUSINESS BECOMES LONG TERM AND SUSTAINABLE.

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