

# EDEKA Südwest

Lisa Maxi Karpeles | Market Place Event Donau Soja, Frankfurt | 19.05.2022

Wir  Lebensmittel.



# Agenda

1. EDEKA Südwest
2. Animal welfare; for example „Hofglück“-program
3. CO<sub>2</sub>-Saving by „Hofglück“-program

# EDEKA Südwest



**10,2 billion €**

EDEKA Südwest-Group external sales (2021)



**1.121 Food retailers**

1.043 independent retailers  
78 supermarkets run by EDEKA Südwest



**ca. 44.000 Employees**

In EDEKA Südwest-Group incl. independent retailers



**3.000 Trainees**

incl. independent retailers in 30 different professions



# Production plants of EDEKA Südwest

The benefits of our own production:

- Freshness
- High-quality guaranteed
- Transparency
- Securing local jobs

**EDEKA Südwest offers a variety of products, we produce by ourselves**



# Production plants of EDEKA Südwest



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# Quality-Pyramid

Sustainable commitment includes advocating for animal-friendly husbandry conditions.

EDEKA Südwest relies on animal welfare guidelines that go beyond the legal minimum standards and thus contributes to greater animal welfare.

The Quality-Pyramid  
for pork meat  
products.



# Responsibility in procurement

EDEKA Südwest is committed to conserving rare natural resources and protecting ecosystems along the supply chain - locally and nationally. This allows us to offer our customers fresh and high-quality products.

- ✓ Only certified palm oil
- ✓ Increase organic sales
- ✓ Support biodiversity
- ✓ Increase regionality
- ✓ Standardize quality
- ✓ Rate suppliers

**207**  
Artikel

mit dem Logo des WWF gibt es in den Märkten der EDEKA Südwest zu kaufen

**572**  
Demeter-Artikel

gibt es im Sortiment der EDEKA Südwest

**11,5**  
Mio.

Quadratmeter Blühfläche sind durch die Samentüten-Aktion entstanden

**1.941**  
Artikel

aus der Region hat EDEKA Südwest im Sortiment (exkl. Obst & Gemüse)

**93**  
EDEKA-Märkte

sind bei fTrace angemeldet, das die Lieferketten transparent macht

**56**  
Qualitätsmanager

gibt es im Großhandel und bei den Produktionsbetrieben

Fortschrittsbericht 2021

# Advocating for more animal welfare

Customers in the southwest are supplied with high-quality meat and sausage products by EDEKA Südwest Fleisch. Even though we do not keep and slaughter animals ourselves, we bear responsibility in the areas of animal welfare and feed production with its impact on the environment and climate. We want to use our influence responsibly on agriculture and suppliers, but also in our own production operations.

- ✓ Switch to certified soy
- ✓ Animal welfare management system
- ✓ Eggs from the local region
- ✓ Pork and chicken from the „Hofglück“-program
- ✓ Organic beef (Bio Schwarzwald Weiderind)
- ✓ Lamb from the local region
- ✓ Plantbased alternative

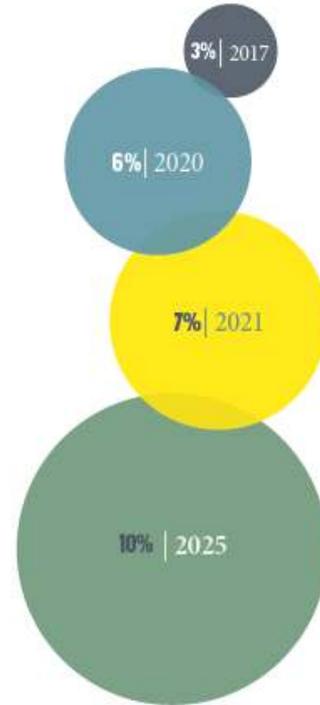


Fortschrittsbericht 2021

**Sustainable products  
– target until 2025**

## Switch to certified soy

EDEKA Südwest is converting feed in its own production plants and for our own brands in pig, cattle and poultry nutrition to feed from Europe or GMO-free, certified soy. By 2025, 10% of these products will come from farms with appropriate feed.



Fortschrittsbericht 2021

# Cooperation with Donau Soja

- We want to live sustainable production
- We have a responsibility for further generations
- We do not talk, we act by producing sustainable food!

**WHAT OUR MEMBERS SAY**



**Michaela Meyer**  
EDEKA Südwest

We assume responsibility and consider the effects of our actions on future generations. This matter is close to our hearts.

• • • •

The image shows a testimonial card for Michaela Meyer, a member of EDEKA Südwest. On the left, the text 'WHAT OUR MEMBERS SAY' is displayed. In the center is a photograph of Michaela Meyer, a woman with short dark hair and glasses, wearing a dark blazer over a light-colored shirt, sitting and gesturing with her hands. To the right of the photo, her name 'Michaela Meyer' and affiliation 'EDEKA Südwest' are listed. Below this is a quote: 'We assume responsibility and consider the effects of our actions on future generations. This matter is close to our hearts.' The background of the card features a close-up of yellow soybeans. Navigation arrows are visible on the left and right sides of the card, and a series of four dots at the bottom indicates the current slide is the first of four.

# Cooperation with Donau Soja



Member of the presidium of Donau Soja since 2018



EDEKA Südwest cooperates with Donau Soja since January 2019

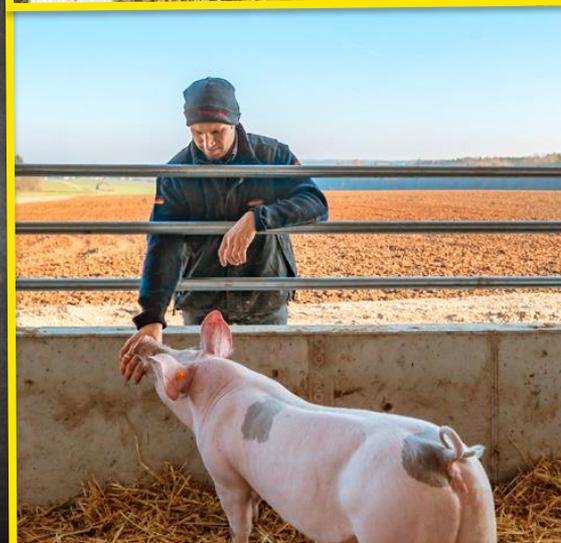


Board member of Donau Soja since 2021



# „Hofglück“

- **EDEKA Südwest as a pioneer** for pork and chicken with a premium standard
- Principles: **Animal welfare label of the German animal welfare association „Deutscher Tierschutzbund“** in the premium level
- Launch: January 2013 („Sternefleisch“)
- Slaughtering in Ulm and Crailsheim (region)
- Cutting by our own butchers at EDEKA Südwest Fleisch in Rheinstetten



# Range of „Hofglück“-products



BEWUSST UND  
HEIMATNAH GENIESSEN

EDEKA Südwest offers **139 products** from the „Hofglück“-program in its range.

For example, you will find these products from the „Hofglück“-program in the EDEKA store:



At the butcher's counter, you can get a variety of different cuts.



In the self-service area you will find many meat specialties

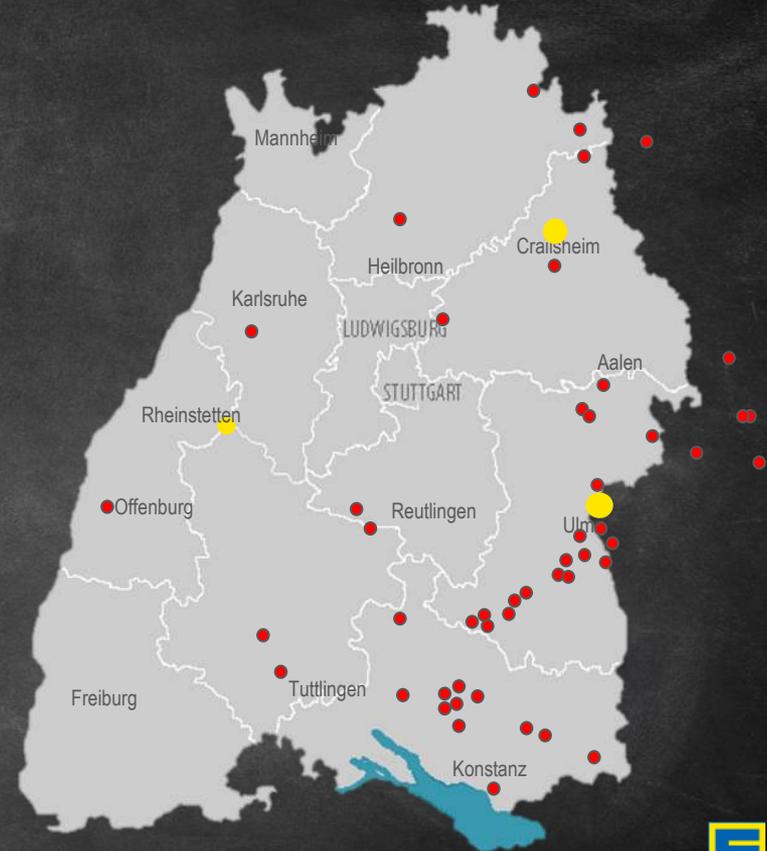


A variety of sausage specialties from the “Hofglück”-program are available in the self-service area.

# „Hofglück“

## Status May 2022:

- ca. 1.800 pigs per week
- 61 pig farmers for the „Hofglück“-program
- 20 farmers in transition process



# „Hofglück“

- **Space** for the pigs: two-times as big as usual
- **Nested lying** areas
- Access to **free range** areas
- Refrain from cutting the **tails**
- Max. 4 hours or 200 km transportation



## WIR MACHEN UNSEREN SCHWEINEN DEN HOF.

Unsere Fleischmarke Hofglück garantiert Ihnen stets frisches, saftiges Schweinefleisch aus artgerechter Haltung – natürlich von ausgezeichneter Herkunft.



[tierschutzlabel.info](https://tierschutzlabel.info) Premiumstufe



*Mit dem Kauf von Hofglück-Fleisch unterstützen Sie ein Vorreiterprojekt für artgerechte Tierhaltung in Ihrer Region.*



# „Hofglück“

- **Organic litter** as enrichment
- More than 50 % of the fodder is cultivated by the farmers
- **GMO-free feed** (Donau Soja/ Europe Soya) or homebased protein feed
- EDEKA SWF is supporting the GMO-free feed by an **extra charge**



BEWUSST UND  
HEIMATNAH GENIESSEN

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# „Hofglück“

Challenges facing the Russian war against Ukraine and Climate Crisis

- Enormous price pressure on „Donau-Soya“ soy and GMO-free soy
- Dependence of other feed from the price of soy → all prices (grain, mineral feed...) soared
- Smaller profit for the farmers
- Farmers reports of restricted availability of Donau-Soya from their dealers



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# CO<sub>2</sub>-Savings by „Hofglück“-program

- In 2020 the research institute FiBL was commissioned by Donau-Soja to calculate the CO<sub>2</sub>-foodprint of food and feed, e.g. Hofglück porc meat
- The study detected the **significant impact** from protein feed on the carbon foodprint



Fachbeilage zur Pressekonferenz  
7. August 2020, Glochen

**Klimaschutz beim Schweinefleisch dank DONAU SOJA / EUROPE SOYA**

Der CO<sub>2</sub>-Fußabdruck (Carbon Footprint) von Schweinefleisch wird maßgeblich durch die Futtermittel bestimmt. Eine aktuelle Studie des Forschungsinstituts für biologischen Landbau (FiBL) Österreich belegt das anhand der Hofglück-Schweine von EDEKA. Durch den Einsatz von DONAU SOJA / EUROPE SOYA-zertifiziertem Sojafutter vermeidet das Hofglück-Schweinefleisch rund 40 % der CO<sub>2</sub>-Emissionen.

**Hintergrund**

Im deutschsprachigen Raum verursacht der Konsum von Lebensmitteln knapp ein Viertel der individuellen Treibhausgas-Emissionen pro Jahr.<sup>[1]</sup> Die Wahl des Lebensmittels hat dabei eine bedeutende Rolle für den persönlichen CO<sub>2</sub>-Fußabdruck (Carbon Footprint). Bei der Herstellung von tierischen Lebensmitteln entstehen bereits relevante Mengen an Treibhausgas-Emissionen auf der Stufe der Futtermittel-Produktion. Global betrachtet, verursacht die Änderung der Landnutzung, wie zum Beispiel die Umwandlung von Grünland oder Waldfläche in Ackerland, große Mengen an Treibhausgasen.<sup>[2]</sup> Daten vom INPE, dem Nationalen Institut für Weltraumforschung in Brasilien, zeigen dass zwischen 2000 und 2016 geschätzte 5,3 Millionen Hektar Naturflächen im Amazonasgebiet und im Cerrado für den Soja-Anbau umgewandelt wurden.<sup>[3]</sup> Diese Fläche entspricht einem knappen Drittel der Ackerfläche in Deutschland.



EDEKA Hofglück-Schweine bekommen DONAU SOJA / EUROPE SOYA. Foto: Helmut Fischer

# CO<sub>2</sub>-Savings by „Hofglück“-program

Pigs from the „Hofglück“-program are more climate friendly due to Donau Soja

Comparable pig production with Soy from overseas  
(assumed: 50:50 USA and Brazil)

**3,42 kg CO<sub>2</sub> per kg of meat**

„Hofglück“ with Donau Soja/ Europe Soya

**2,16 kg CO<sub>2</sub> per kg of pork**

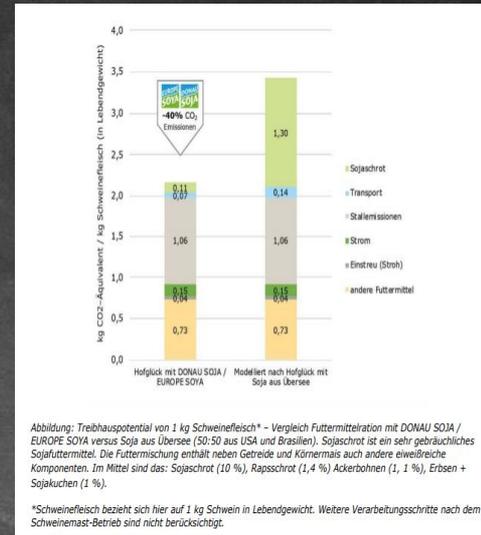


**- 40%**  
**CO<sub>2</sub> emissions**

# CO<sub>2</sub>-Savings by „Hofglück“-program

The carbon-footprint of porc meat is significantly affected by the feeding of the pigs

- Protein Feed **has the highest impact** to the carbon footprint of pigs
- **Land-use changes** in South America are influencing strongly the greenhouse effect
- The carbon-footprint from soy **of that region is 10 times higher** than certified protein soy feed from Europe



# CO<sub>2</sub>-Savings by „Hofglück“-program

The carbon-footprint of porc meat is significantly affected by the feeding of the pigs

- **Transport emissions** can be divided in half by feeding protein food from Europe
- Each year **10.000 t CO<sub>2</sub>-emissions can be saved** by „Hofglück“-program
- Extrapolated: Germany-wide this could save 7 Mio. t CO<sub>2</sub>-emissions a year by switching to Donau Soya/ Europe Soya feeding for pigs

**→ Consumers can save carbon by their own purchase decision!**



Thank you for your  
attention!

Wir  Lebensmittel.

