

Loblaw

# 2013 World Seafood Congress

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Executive Chairman, Loblaw Companies Limited



# Great to be in Newfoundland



# A few facts about Loblaw

- Canada's largest food distributor (Cdn \$31.6 billion in 2012 sales)
- We also sell:
  - Apparel and general merchandise
  - Health, beauty, and pharmacy
  - Financial products and services
- Over 1,000 corporate and franchised stores nationally
- With our franchise partners, Loblaw employs over 134,000 full and part-time employees
- Home to Canada's #1 and #2 brands: PC and no name
- Largest buyer and seller of seafood in Canada
- 20 stores in Newfoundland



# The way we do business

## Help Canadians Live Life Well

Respect the environment



Source with integrity



Make a positive difference in our community



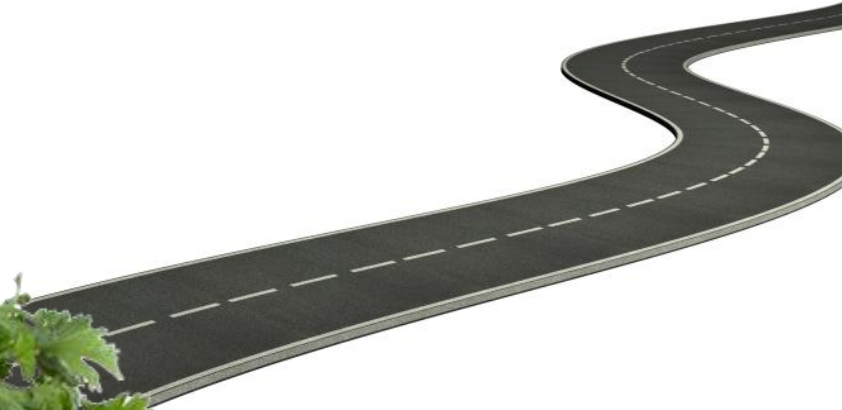
Reflect our nation's diversity



Be a great place to work



# Future of food



# We are living pretty well

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“The average urban grocery store offers a staggering array of fresh, healthy foods our grandparents never would have dreamed of. Fifty years ago, the only lettuce you could get was ice; now you can get dozens of varieties year-round. You can choose from 57 different kinds of bread. And quality and choice are constantly improving. You want organic? No problem. Ethnic? Check. Over in the cheese section, you can find dozens of delicious artisanal cheeses from small producers across Canada. If they had to rely on farmers’ markets, they wouldn’t be in business.”

Margaret Wentz, July 15<sup>th</sup> 2010

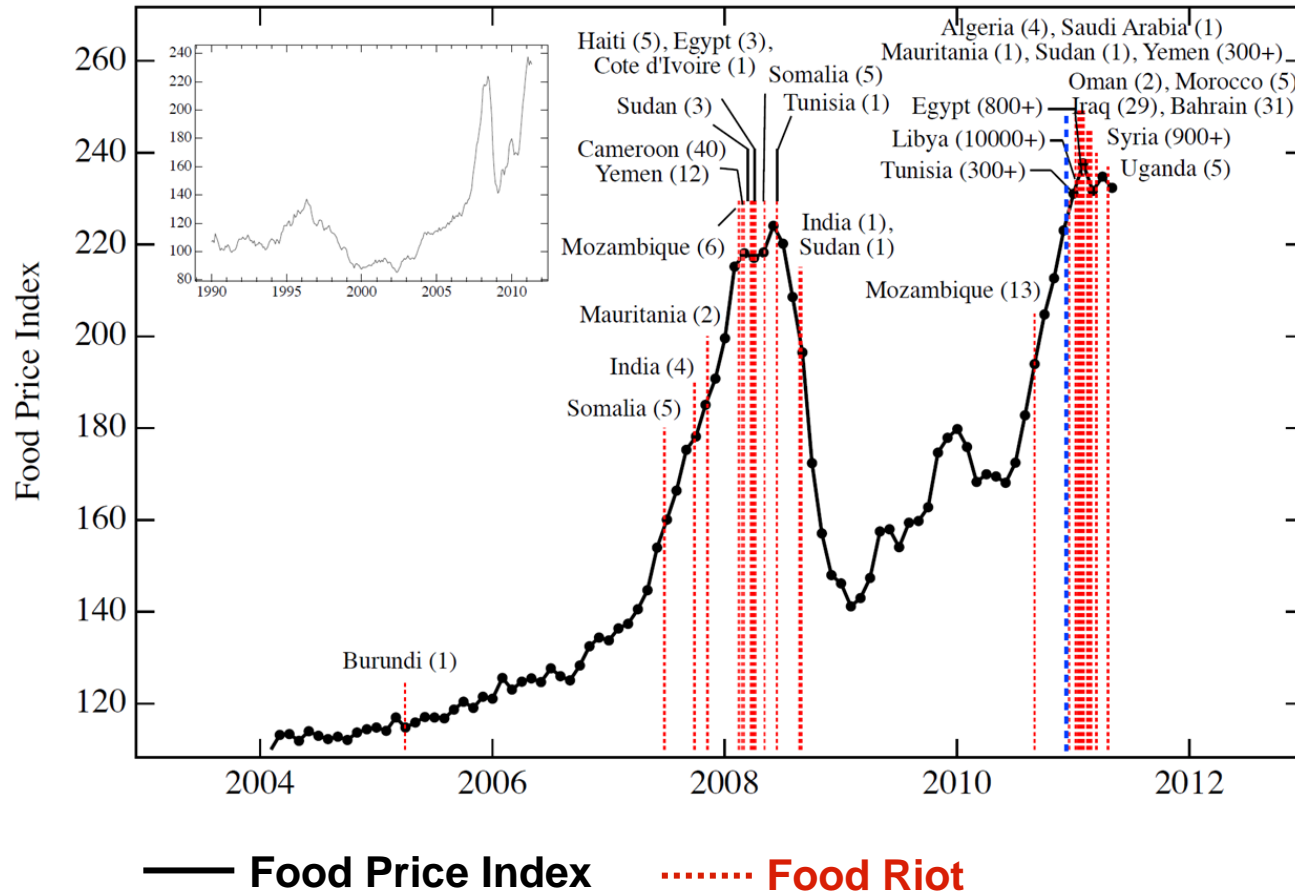
**THE GLOBE AND MAIL** 

# Transformational change in the food industry



# Availability and affordability

## Food Price Index & Food Riots





# Climate change



- **Growing regions**
- **Water shortages**
- **Soil erosion**
- **Pest Proliferation**

# Food safety

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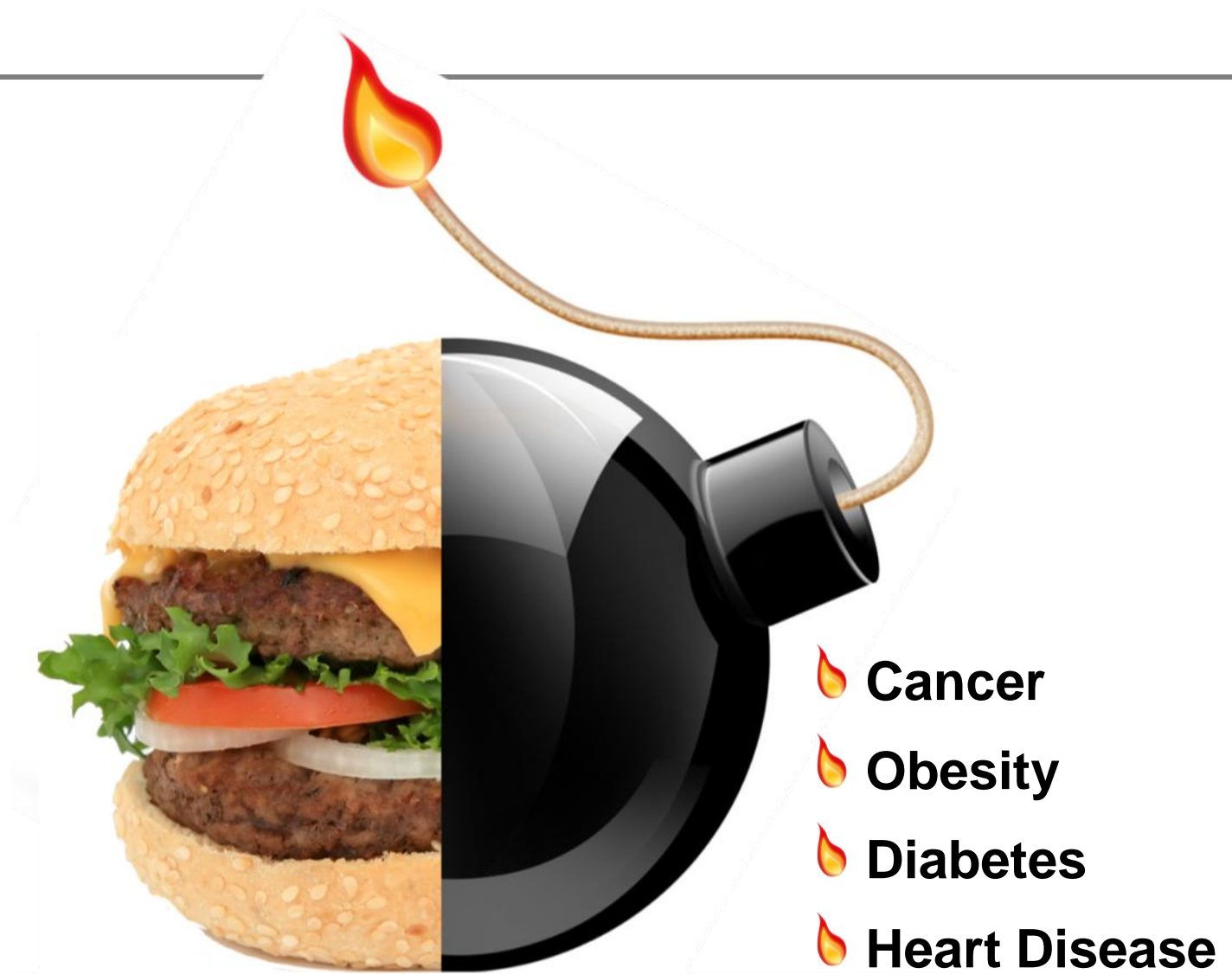


**Safe?**



**Salmonella?**

# Health



# Everyone will be impacted

Farmers



Manufacturers



Retailers



Government



# Our oceans are no exception

- 85% of world's fisheries are pushed beyond their limits
- 74% of top ten species are fully or over-exploited
- 1 billion people count on seafood as their primary source of protein
- Loblaw is largest seller of seafood in Canada



# Loblaw's commitment to sustainable seafood

## Loblaw Makes Commitment to Source 100 Per Cent Sustainable Seafood by 2013



# Our progress so far

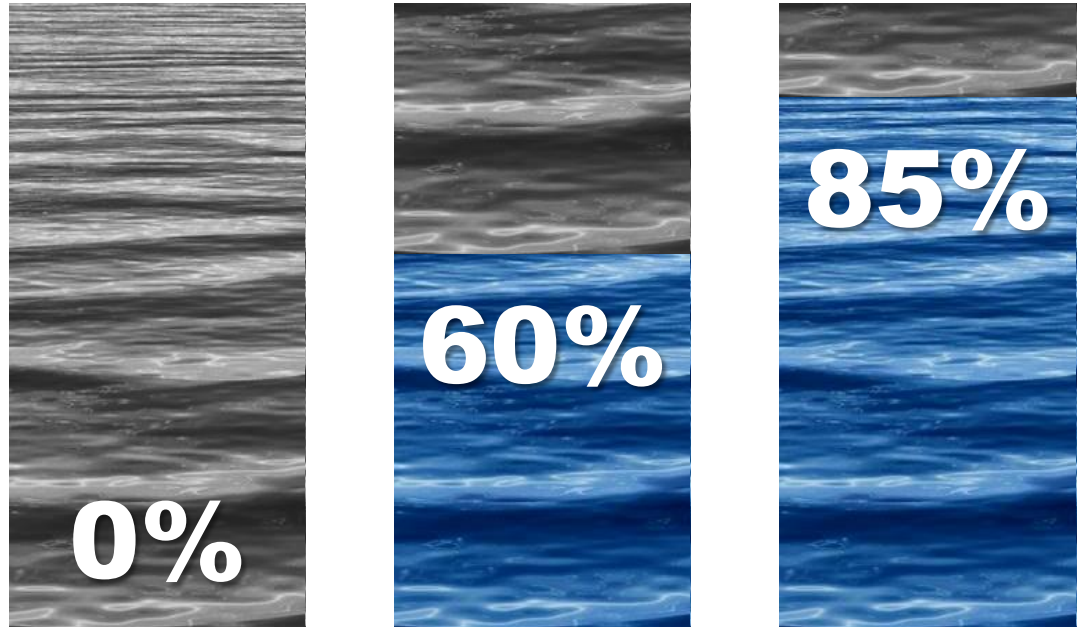


- Discontinued at-risk species such as Orange Roughy, Shark, Skate and Rays, and American Red Snapper
- Canada's widest range of MSC certified products
- First retailer in North America to offer ASC products
- 100% of canned tuna sourced from ISSF members
- First to introduce pet food with MSC certified seafood



# Continued momentum

Percent of Seafood Ranked as Sustainably Sourced or Making Meaningful Progress



Progress by Category

	2009	Today	End of 2013
Frozen Grocery	x	✓	✓
Canned Goods	x	✓	✓
Fresh Seafood	x	x	✓
Frozen Seafood	x	x	✓



# Key partnerships help us deliver results



Dr. Jeff Hutchings



Government

NGOs

Consumers

Industry

# What's next



Aquaculture Stewardship Council



Global Sustainable Seafood Initiative



Closed Containment



Freshwater MSC Certification

# Journey is far from over



**Beef Traceability**



**Nutritional Information**



**Multi-Level Indoor  
Plant Farms**