

### SAINSBURY'S: LOCAL SUPPLY:

'Supply something new' is an innovative new scheme from Sainsbury's, in partnership with Food from Britain, that makes it easier for small and medium-sized suppliers to showcase their products.

"We will source great tasting British products when in season, wherever these meet our customers' expectations for quality and authenticity".

### SAINSBURY'S FAIR TRADE:

Sainsbury's currently offers over 700 Fair-trade products and now sell more Fair-trade bananas than all other major UK supermarkets combined. 95% of own brand tea is Fair-trade and are currently working to convert the remaining tea to Fair-trade. We are on track for 100% of our own brand tea and roast and ground coffee to be Fair-trade by 2010.<sup>1</sup>

Working Together' is our legally binding code of commercial practice. It fully incorporates the Office of Fair Trading's Supermarket Code of Practice (SCOP) and also the **Ethical Trading Initiative** (ETI) Base Code. We have been applying Working Together since 2000, when it was the first voluntary code of its kind in the supermarket sector. We are again updating Working Together to reflect changes in the extended Groceries Supply Code of Practice (GSCOP). Our trading colleagues are equipped with further specific guidance, which fully incorporates the SCOP.<sup>2</sup>

The Sainsbury's Fair Development Fund' will be used to support a number of Fair-trade initiatives over a four-year period. The fund is hoped to provide a major boost to the livelihoods of producers, especially in Africa, who are not yet participating in the Fair-trade system, and through this grant will be supported in entering the Fair-trade system.

The fund, run by Comic Relief, and financed by Sainsbury's, aims to create a broader and more collaborative way of supporting Fair-trade. A major aim of the fund is to enable producers in some of the poorest developing countries, to meet the Fair-trade standards so they can start selling internationally on fairer terms. The fund will help in developing sustainable solutions through new Fair-trade initiatives.

The Sainsbury's Fair Development Fund will concentrate on enabling farmers to find new routes to market that give them a better deal. The fund also means more of the world's disadvantaged/marginalised producer communities will have the opportunity to receive the benefits Fair-trade can offer, such as a social premium to invest in long term benefits such as education and health.<sup>3</sup>

### SAINSBURY'S ORGANIC FOOD:

Sainsbury's helps farmers who want to convert to organic with their '**Farm Promise' milk scheme**. Farm Promise Milk is also produced from cows fed on a non-GM diet. This milk, which is not organic, comes from a farm being supported by the consumer and Sainsbury's. For every pack that is bought,

---

<sup>1</sup> <http://www.j-sainsburys.co.uk/cr/index.asp?pageid=36>

<sup>2</sup> <http://www.j-sainsburys.co.uk/cr/index.asp?pageid=33>

<sup>3</sup> [http://www2.sainsburys.co.uk/food/foodandfeatures/suppliers/fairtrade/fair\\_development\\_fund.htm](http://www2.sainsburys.co.uk/food/foodandfeatures/suppliers/fairtrade/fair_development_fund.htm)

the farmer receives 5p more than for standard milk, which covers all their costs during this process. Sainsbury's works directly with farmers to encourage them to undertake the change to organic farming. (Sainsbury's are already committed to supporting British organic farming - 100% of Sainsbury's SO organic Milk, eggs, yogurts, poultry, pork and beef are sourced from Britain).