

ASDA
Farming 
for a better
Future

All about agriculture...



Here at Asda, we want to provide the **best quality products for our customers**, today and in the future. We know that our customers see 'being green' as part of everyday life and they genuinely want to lead more sustainable lifestyles - they've told us time and again, through our 'Everyday Experts' panel.

To achieve this mix of sustainability and quality, we're **working with our suppliers and producers** to develop a robust, sustainable supply chain. A huge part of this focuses on agriculture - our farmers and growers, both in the UK and around the world.

On the following pages we **take a look at the work we've been doing**, from water and soil quality to sustainable sourcing...

Chris Brown,
Senior Director, Sustainable Business, Asda



It doesn't cost the Earth

Asda's approach to sustainability is based on the belief that **protecting the environment and saving people money go hand in hand.**

This belief is backed up by the fact that **we've already made great strides in terms of our own environmental performance that have directly helped us to lower our operating costs and, in turn, provide lower prices for our customers.**

Asda's sustainability goals to 2015 in terms of our products are to:

Support our farmers and their communities

Produce more food with less waste and using fewer resources

Sustainably source key agricultural products

Collaborate with suppliers to develop the UK's most sustainable and resilient supply chain





Sustainable Sourcing

Palm oil

Asda is an active member of the Roundtable on Sustainable Palm Oil (RSPO). In May 2008 we were one of the first signatories of the Unilever WWF coalition on sustainable palm oil.

We have publicly signed up to the Palm Oil Coalition target, so by the end of 2015 all of our palm oil will be from RSPO sustainable sources.

Our goal is to have a physical supply of segregated sustainable palm oil, and this is far more challenging than covering palm oil use with certificates. As one of the largest retailers in the UK our use is proportionately higher than the majority of our competitors, so we have to source more segregated sustainable palm oil in order to meet our 100% goal.





Supplies from Senegal

Sweetcorn, chillies, sweet potatoes and other crops are now being sourced more sustainably from Senegal, through Asda supplier Barfoots and their partner Société Cultures Légumières (SCL).

Barfoots has been working in Senegal since 2007, bringing community benefits through employment opportunities for local people, skills development programmes and clean water supplies. There is also an arrangement with local farmers where produce that doesn't make the grade for UK markets is shared with neighbouring farmers as feed for livestock.

Senegal has many added benefits, such as a stable democratic government, good transport infrastructure, perfect climate for growing exotic crops and a plentiful supply of freshwater - meaning it can replace higher risk countries as we build a more resilient supply chain.



Bananas and the 'monkey corridors'



There's more to growing bananas than just planting a few trees. As plantations and cattle farms developed in Costa Rica, areas of rainforest became isolated and disconnected from each other.

To tackle this, Chiquita, Migros, GTZ (the German government's development corporation) and Asda's sourcing arm, IPL, are working together in a 'biodiversity partnership' – the Nature and Community Project.

The Nogal-La Selva Biological Corridor allows for the migration of many different animals, including howler, capuchin and spider monkeys along with ocelot, deer, anteater and several species of birds. Rope bridges have also been constructed to help animals cross over the roads. Isolated areas of rainforest are connected by these biological corridors allowing safe pathways for wildlife – these connections are absolutely critical to the survival of forest-dwelling species.

And the results speak for themselves – within days of replanting, many species can be found in the reforested areas. The Nature and Community Project also works with local communities to educate people on the importance of biodiversity and conservation.



🔗 The Nogal-La Selva Biological Corridor creates critical connections for the movement and breeding of endangered species. 🔗

Sweet yellow passion fruit



Introducing sweet yellow passion fruit to the UK market is not just about a new product.

Our Kenyan smallholder suppliers are supported by the Department for International Development (DfID) in a project that helps them to become long-term sustainable suppliers to the UK. And this support and assured market for their produce is helping to create new jobs, boost incomes and help to reduce their dependency on aid.

Asda's sourcing arm, IPL, has been working directly with partners in Kenya to scale up the production of sweet yellow passion fruit. Alongside increasing the number of vines, smallholders are being trained in good agricultural practice and food safety techniques.



One of our Kenyan farmers, Teresia, farms two acres of land in the Mbeere District of Embu County. She grows sweet yellow passion fruit for Asda, and it's made a real difference to her life – she now has a regular income and is able to help towards the school fees for her six children.



Helping
our suppliers
become resilient
to climate
change

We know that to deliver great products at prices our customers can afford relies on all of our supply chains being **efficient, reliable and resilient** in the face of future changes in climate.

That's why we've carried out a groundbreaking study into the impacts of climate change and what we need to do to help growers, governments and other agencies **adapt for the future.**



The challenge of a changing climate

Working with specialists from PwC we have mapped our climate risks and developed a 'Climate Adaptation Framework' to determine how a changing climate will impact on our operations.



The study mapped the current and future risks up to 2080 of our fresh produce supply chains against IPCC scenarios for a 2°C and 4°C global temperature shift by 2100. Our second study extended the study to our processed foods and our logistics operations.



“ We've identified the stores and distribution centres that need to plan for flood alleviation and extreme precipitation. We've also identified major challenges for the growers we work with, as only 5% of our fresh produce will not be affected by climate change. ”

Sustainable water

Water. You'd think we had quite a lot of it in the UK but, in truth, it's a precious resource that needs careful management. After all, it's vital for producing all types of food, from milk to melons, beef to bread.

That's why we partnered up with LEAF (Linking Environment and Farming) and Molson Coors to help all farmers put effective, long term water management strategies into practice.

We've published a guide to using water carefully on farms - 'Simply Sustainable Water' - which outlines six simple steps to help farmers manage water more sustainably.

Six Steps to Sustainable Water Management



MANAGEMENT



Water saving



Protecting water sources

PHYSICAL HEALTH



Soil management



Drainage

MONITORING



Tracking water use



Water availability and sunshine hours



🔊 180 million m³: the total volume of water used in UK agriculture every year (Defra, 2011). 🗣️

Sustainable soils

Soil is also high on Asda's agenda. Again, working with LEAF, we've developed practical and realistic approaches to soil management. It's arguably a farmer's most important asset, so we need to make sure our farming systems are as robust and sustainable as they can be.

Our guide - 'Simply Sustainable Soil' - helps our farmers to get the best out of their soil, create awareness of soil quality and track changes in soil quality over time.



Six Steps to Sustainable Soil Management



PHYSICAL HEALTH

- 1 Soil structure
- 2 Drainage

NUTRIENT BALANCE AND EXCHANGE

- 3 Compaction
- 4 Soil organic matter status

BIOLOGICAL HEALTH

- 5 Soil pH and nutrients
- 6 Earthworms, living organisms and plant residues



Farm Link

Asda's Farm Link schemes – BeefLink, DairyLink, PorkLink and LambLink – are all about strengthening our relationships with our producers and suppliers to bring consistency of supply, better quality products and financial stability for farmers.



Dairy Link

In 2007 we set up the DairyLink scheme to enable us to **work directly with farmers** and create a more sustainable supply chain, improve cow welfare and make sure farmers receive a **fair price** for their milk.

DairyLink farmers benefit from a close working relationship with Asda - they can let us know what works for them, what they need extra support with and **how we can help.**

Best practice meetings

Allow farmers to share knowledge and best practice in all areas of dairy production, from calf rearing to grass management.

Health and welfare monitor

Introduced to help farmers measure, identify and manage health issues in their herds. Improved health at individual farm level has dramatically improved the overall health of the Asda herd.

Carbon footprint monitor

Set up to find out what makes a low, medium or high carbon footprint farm. The most efficient farms have the lowest carbon footprint – so farmers can become more efficient, reduce their carbon footprint and, in turn, become more profitable.

Pathfinder

Set up to identify the very best dairy production systems in the world and make sure our farmers are one step ahead when it come to efficient, high welfare dairy production.

Study tours

These give farmers the chance to visit other farms and learn from new systems, technologies and efficiencies.

Next generation

Specifically for under 25-year-olds, these meetings give young farmers the chance to share experiences, best practice and discover how the latest technology can help achieve efficient milk production and improved cow welfare.



👏 In 2008 the Asda DairyLink scheme received the Innovation Award at the RSPCA Good Business Awards. 🎉



BeefLink

Our customers want to **buy British; they want to buy local.**

Set up by Asda and our supplier ABP, BeefLink is all about **supporting British producers by buying British beef first.**

Crucially, the scheme **safeguards future supplies of high-quality beef for Asda shoppers.**

Producer meetings

These allow farmers, our processor ABP, and us the retailer, to come together and share learning as well as giving farmers the chance to give Asda much-valued feedback. It means everyone in the supply chain is working together for a sustainable future.

Farming scholarship

All our BeefLink farmers are invited to submit a research project that they're interested in. We then fund and support one farmer a year to investigate farming methods and new technologies around the world, before presenting their findings to a group of farmers and Asda managers.

National Suckler Strategy Group

We're working with some of the top beef farmers in the country to identify and overcome issues, and develop a sustainable strategy for the future of the beef industry.

Education and Demonstration Farm

Run by 2005 Beef Farmers of the Year, Tom and Mike Powley, our demonstration farm in Yorkshire shows farmers the best ways to achieve quality, sustainable beef products at a profit as well as running workshops and open days for producers, suppliers, young farmers and school children.

Cattleman's Academy

Set up in 2011, our Cattleman's Academy is supporting the next generation of farmers. It takes on six young farmers aged 18-21 each year to work with, and learn from, the best farms in our National Suckler Strategy Group.



“ In 2013, BeefLink supported one young farmer, Sammie Wilson, a student at Harper Adams University College, Shropshire, as she headed across the Atlantic to investigate the use of genomics in modern cattle breeding. ”





PorkLink

Working with Cranswick, our supplier for pork, and launched in 2013; Asda's PorkLink scheme is all about **strengthening our relationships with pig farmers to bring consistency of supply, better quality products and financial stability** for the farmers. It even gives them the chance to 'Walk the Chain' and follow the journey of pigs from farm through to the supermarket shelves.



 All the pork sourced through our PorkLink scheme is reared in Yorkshire. 

LambLink

Set up in 2002 following the foot and mouth crisis, Asda's LambLink scheme was set up to provide a clear link between the farmer, processor and retailer.

Our lamb supplier, Dunbia, is working closely with its supply chain to drive efficiency and reduce costs where possible.

Producer meetings and selection events help our farmers to meet Asda's specifications, which will increase returns for the farmers, as well as sharing new ideas and practices across the industry.

Our Lamb Pathfinder group is made up of ten progressive lamb farmers who meet on a regular basis to discuss industry topics, the latest technology and genetics.

Through LambLink, we also offer a free fieldsman service (meaning lambs are selected by an experienced fieldsman), as well as collection of lambs from the farmers - helping to improve welfare, reduce road miles and save farmers precious time.





Sustainable seafood

Rai Seafoods Limited, supplier of traditional Black Tiger Shrimps from Indonesia, helps to find routes to market for disadvantaged small-scale 'extensive' shrimp farmers, in turn creating sustainable incomes.

The shrimps are raised in traditional ponds spanning 21,000 hectares of the mangrove forests in East Kalimantan. Black Tiger Shrimps are raised ethically and responsibly, without impacting the eco-system and surrounding environment - a method known as 'Silvofishery'. This is helping to bring abandoned ponds back to life. As an added bonus, mangroves are planted both within and around the ponds, helping to conserve these plants and act as the perfect shrimp ecosystem.

☞ Since 2007, the scheme has supported the Kalimantan Green Project to plant 170,000 mangroves around ponds and along the coastline of Indonesia, with a target of 200,000 by 2015. ☞



Women in Agriculture

As part of our commitment to helping farming communities, we focus on women's contributions and livelihoods and how we can specifically tailor our support.

Ladies in Beef

We have a long running partnership with Ladies in Beef, which was set up to drive awareness of the quality and versatility of British beef through beef 'champions' up and down the country.

As part of this, the group promotes Red Tractor farm assured beef, a food assurance scheme that covers production standards on safety, hygiene, animal welfare and the environment. Ladies in Beef also runs the Great British Beef Week, an annual event that we have supported through in-store events since it started back in 2011.



Supporting students in Kenya

In Kenya, our sourcing arm, IPL, funds bursary places for two students to attend the Starehe Schools (one boy and one girl). The Starehe Schools are open to talented, but underprivileged, children in order to give them an education and to provide opportunities that they would not otherwise have. IPL has extended this support for Starehe Graduates interested in taking up a career in horticulture, with the potential of IPL providing the opportunities they need.

When children graduate from Starehe, they face a gap of up to a year before they can go to university. The risk of this backlog, especially for girls, is that they go back into their home communities and do not reach university.



The answer to this is an internship programme for two girls to work with IPL during this gap to try and break the cycle. Through the internship, the girls are able to gain valuable experience in the horticultural export industry. It is also helping to improve women's empowerment in the country, giving them the opportunity and skills needed for a more successful future.





Our goods travel less

18 million

fewer road miles than in 2005



cutting carbon

Fleet efficiency improvements
49%



reducing costs

20,000

of our Everyday Experts are regularly asked for their opinions on green issues

Energy reduction since 2005 - existing stores
33%

Energy reduction since 2005 - new stores
45%

saving the equivalent of

**60,000
HOMES
EVERY YEAR**

ASDA doesn't like waste



of waste diverted from landfill



meals provided in 2013 through our surplus food donation programme with FareShare



of our chilled, frozen and canned fish independently checked for sustainability



the equivalent of taking

73,000

cars off the road



of our stores have electric vehicle charging facilities, with 89 charging posts – the highest number of any of the major retailers



Get in touch

For more information about our sustainable agriculture policy and practices, please get in touch with Pearce Hughes.

E: pearce.hughes@asda.co.uk

ASDA