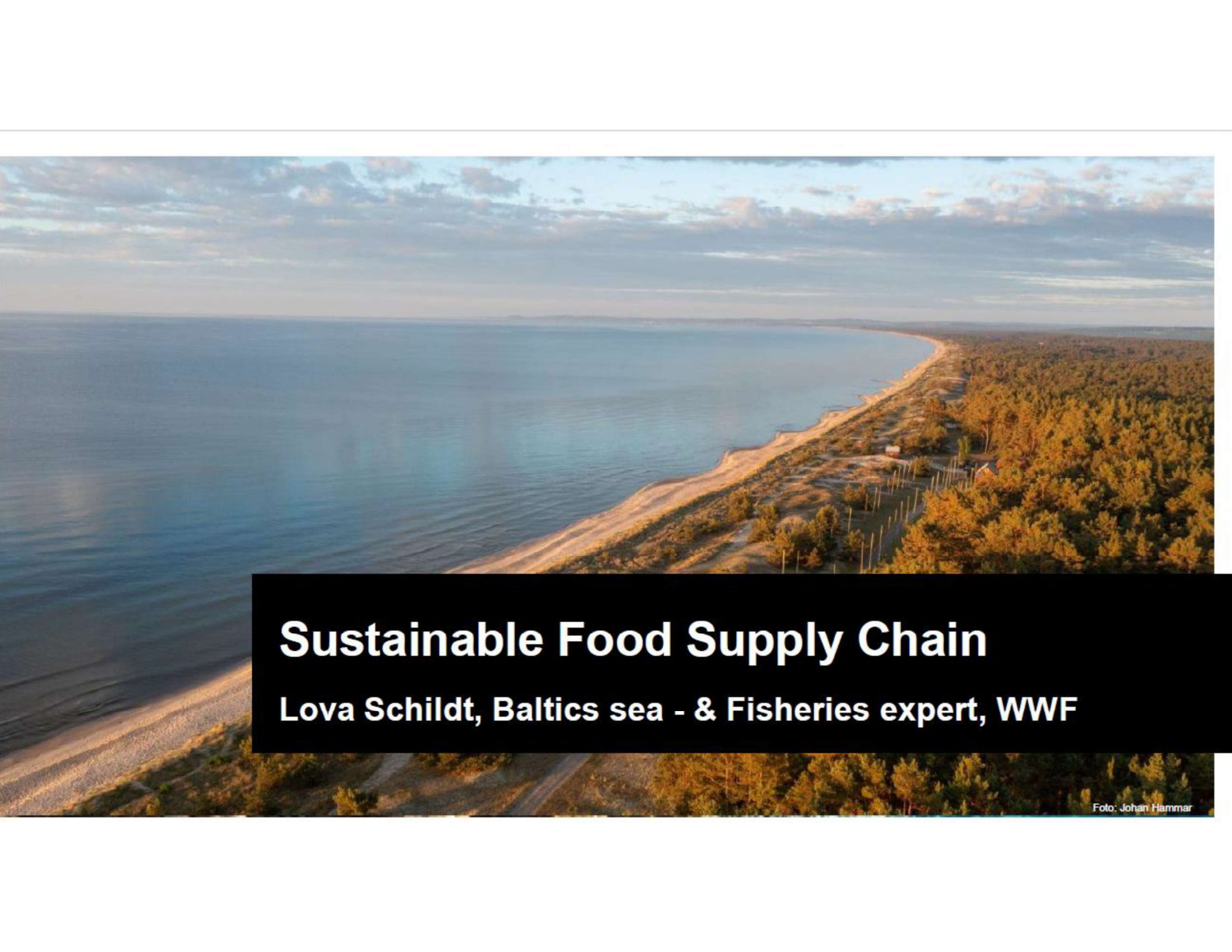


An aerial photograph showing a coastline. On the left is a wide, sandy beach that curves along the edge of a calm, blue sea. To the right of the beach is a dense forest of trees with golden-brown foliage, suggesting autumn. The sky is filled with soft, white and grey clouds. The overall scene is peaceful and scenic.

Sustainable Food Supply Chain

Lova Schildt, Baltics sea - & Fisheries expert, WWF

Foto: Johan Hammar

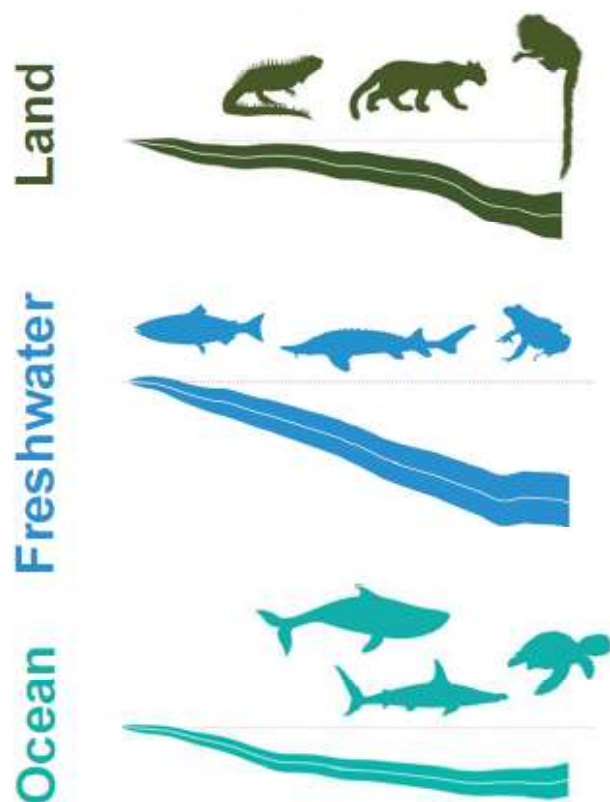


The Sustainable Food Supply Chain Initiative

Swedish: Hållbar Livsmedelskedja



Biodiversity: The Foundation of Our Food



- Biodiversity is the foundation of functioning ecosystems, and of our food
- It's declining faster than ever, on land, in freshwater and at sea
- The food system is the biggest driver, through habitat loss and overfishing
- Which means the food system also holds the key to turning the curve

A unique collaboration between Sweden's largest food companies and WWF

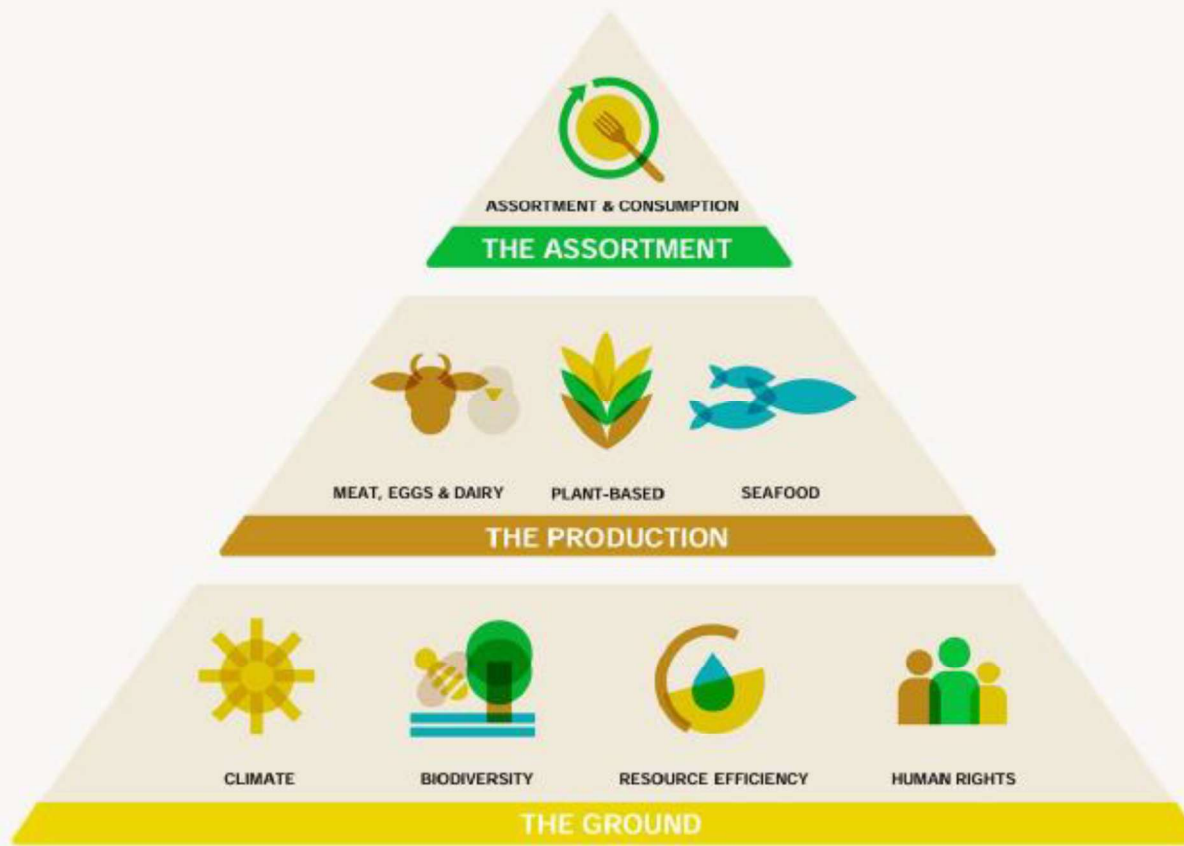


Pre-competitive collaboration



- Competitors collaborate on shared challenges
- No first-mover disadvantage: standards rise across the whole industry
- One common set of requirements for suppliers

Swedish Roadmap - Sustainable Food Supply Chain



- **Sustainable:** 100% by 2030 rated "green light" in WWF's Seafood Guide, or certified by MSC, ASC or KRAV
- **Traceable:** tracked and verified, with species, origin, and catch method or farm location
- **No threatened species in feed:** no marine feed containing species on the IUCN or national red lists
- **Responsibly farmed:** sustainable soy and palm oil in feed, responsible antibiotic use, and a forage fish dependency ratio below 1

All CEOs of the companies participating in the Sustainable Food Supply Chain initiative have signed a commitment to work in accordance with the roadmap.

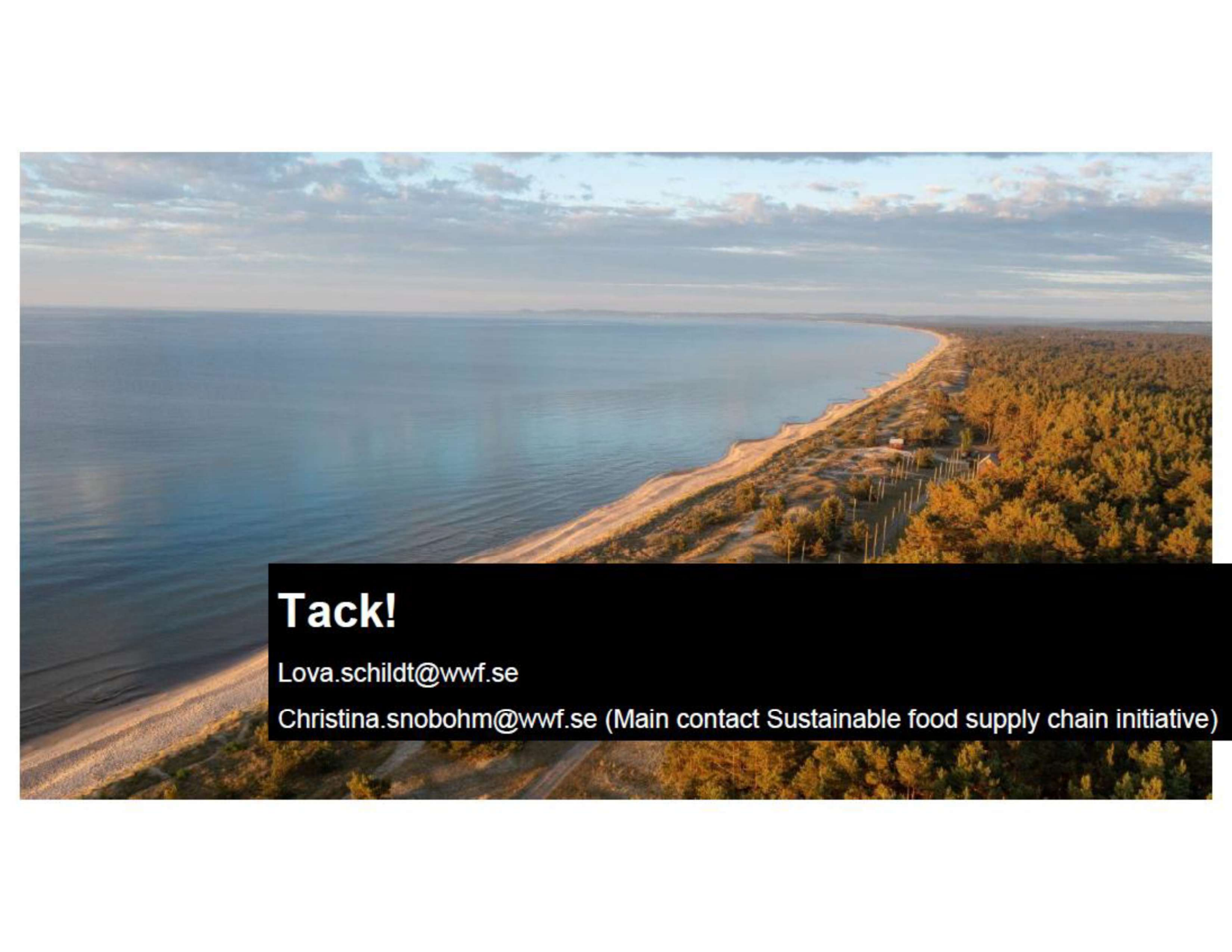


På bilden från vänster: Jenny Ericsson Ica, Björn Hägg Polarbröd, Jens Olsson Arla, Jakob Josefsson Lidl, Sofia Hyléen Toresson Kronfågel, Linda Ahlmalm Menigo, Martin Thilander Lantmännen, Mats Liedholm Fazer, Patrik Hellgren Fazer, Fredrik Nilsson Löfbergs, Per Arfvidsson Lantmännen, Lars Appelqvist Scan, Gustaf Lind WWF, Veronica Claeson Martin & Servera, Anders Torell Coop. Foto: Saga Sandin, WWF

Keystone actors



- Keystone species shape ecosystems
- Keystone actors shape markets
- Food supply chains work like an hourglass
- If they move, the whole system moves with them

An aerial photograph showing a coastline. On the left is a vast body of blue water. A narrow, light-colored sandy beach runs along the shore. To the right of the beach is a dense forest of trees with green and yellow foliage. The sky is filled with soft, white clouds. A black rectangular box is overlaid on the bottom right of the image, containing white text.

Tack!

Lova.schildt@wwf.se

Christina.snobohm@wwf.se (Main contact Sustainable food supply chain initiative)