



Press release
Boulogne-Billancourt, September 3, 2018

Carrefour is stepping up the pace with the food transition and has launched Act for Food, a world program of concrete initiatives for better eating

The Carrefour Group has launched Act for Food, a world program of concrete initiatives to help its customers and employees eat better – wherever they are – at affordable prices. The program is in line with the transformation plan unveiled by Alexandre Bompard, and with the group's aim of becoming the world leader in the food transition for all.

At a time when food safety, product origin and relationships with the agricultural sector have all become key issues, Carrefour has embarked on a series of initiatives to transform its model at a global level so as to tackle these new food challenges and meet consumers' new expectations.

With the launch of Act for Food, Carrefour is stepping up the pace on the food transition. This global program is concrete evidence of the retailer's short- and medium-term commitment to improving food quality throughout the world.

It will be implemented in France via the following nine commitments:

- Guarantee 100% French organic for its fresh products under the Carrefour Bio brand
- Ban 100 controversial substances from all Carrefour food products
- Reduce or completely end the use of chemical pesticides with its plant product lines
- Reduce or completely end the use of antibiotics in livestock farming
- Guarantee transparency in relation to product traceability using blockchain technology
- Feed the livestock used for its product lines on GMO-free animal feeds
- Double the number of products in its vegetarian range
- Promote biodiversity by selling fruit and vegetables grown from farmers' seeds
- Guarantee a selection of fish sourced using responsible fishing methods and aquaculture

These commitments will be implemented internationally, adapted to meet each country's specific requirements.

To support this ambitious program, Carrefour has set up a website for the general public which can be reached via www.carrefour.fr or directly at www.actforfood.fr.

It is open to everyone and details all of the forthcoming initiatives and commitments.

The site is structured into three sections: "our actions", "why take action", and "let's act together". It also includes an interactive section so that consumers can vote for one of two projects that they would like to see implemented. It is to be implemented in each of the group's 10 integrated countries and adapted to cater to each one's specific features.

Through this scalable website, Carrefour can educate people transparently about a long-term change, and would like to use it to support consumers in their food choices.

Act for Food, supported by a global advertising campaign

The launch of Act for Food, supported by a TV campaign starting on September 9, will be accompanied by a major advertising campaign rolled out on TV, the printed press, websites and social media. It will also feature in events and in street marketing and CRM initiatives.

Within the framework of its new strategy focused on the Food Transition and its new aims, the Carrefour Group has unveiled its new world signature: “On a tous droit au meilleur”, or “We are all entitled to the best,” which will be translated intall of the countries in which Carrefour operates.



About Carrefour

With a multi-format network of some 12,300 stores in more than 30 countries, the Carrefour Group is one of the world's leading food retailers. Carrefour welcomes 105 million customers throughout the world and recorded revenue of €88.24 billion in 2017. It has more than 380,000 employees who help to make Carrefour the world leader in the food transition for all, providing everybody with access to high-quality, affordable food every day, no matter where they are.

For more information, visit www.carrefour.com, or find us on Twitter (@GroupeCarrefour) and LinkedIn (Carrefour).

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Act for Food, nine concrete initiatives for better eating

Action 1 – Make French organic produce accessible

Carrefour already guarantees that the fresh fruit and vegetables, eggs, meat, beef, pork and poultry that it sells under its Carrefour BIO brand originate in France.

At the same time, Carrefour is helping its partners to switch to organic farming methods – around a hundred or so producers are already in the process of converting. Carrefour's short-term aim is to support 500 producers make the switch to organic farming methods.

Action 2 – Ban 100 controversial substances from Carrefour products

Carrefour has anticipated regulatory and legislative changes: in 2018, it banned 100 controversial additives from the ingredients of these 8,000 Carrefour food products. Starting in 2019, Carrefour will end of the use of a further thirty or so substances in its own-brand products.

Action 3 – End or reduce the use of chemical pesticides in its product lines

Regarding its fruit and vegetable product lines, Carrefour encourages the development of new agricultural models and has decided to cut out all or some of the chemical pesticides it uses by increasing the use of agro-ecological methods in the manufacture of its Carrefour Quality Line and Reflets de France products.

Today, 60 fruit and vegetable producers are helping the retailer develop new product lines, grown using agro-ecological methods – such as tomatoes, potatoes, brown mushrooms, frozen broccoli and cauliflower, melons, kiwis, strawberries and apricots.

Action 4 – Reduce or end the use of antibiotics on livestock farms

Having been the first retailer back in 2012 to sell free-range farmhouse chicken bearing the "reared without antibiotics" claim, Carrefour has prohibited the use of antibiotics at its Carrefour Quality Line chicken (eggs), pig, calf, rabbit, salmon and prawn farms.

More than 600 partners are now working with Carrefour on eliminating the use of antibiotics on their livestock farms.

Action 5 – Guarantee transparency in relation to product traceability with blockchain technology

To provide consumers with more information and improve transparency in relation to product traceability, Carrefour has launched Europe's first food blockchain (Carrefour Quality Line Auvergne farmhouse chicken and tomatoes) and will be applying this new technology to six other product lines (eggs, milk, salmon, Rocamadour cheese, oranges and fattened chicken).

By 2022, it will have applied blockchain technology to all of its product lines.

Action 6 – Feed its animal livestock on GMO-free feeds

Carrefour is taking action by feeding its Carrefour Quality Line chickens, pigs, calves, rabbits, trout, salmon and prawns on GMO-free feeds.

Action 7 – Double the number of products in its vegetarian range

Carrefour was the first French retailer to launch a range of own-brand vegetarian products. Today, the Carrefour Veggie range features around forty products and its offer should double by the end of 2019.

Action 8 – Promote biodiversity by selling fruit and vegetables grown from farmers' seeds

Having rolled this initiative out to the general public at the end of 2017, Carrefour is going to be moving forward with its commitment in September 2018, expanding its range of fruit and vegetables grown from farmers' seeds, the aim being to double its sales.

Action 9 – Guarantee a selection of fish sourced using responsible fishing methods and aquaculture

Carrefour is taking action by guaranteeing a selection of fish sourced using responsible fishing methods and aquaculture at all of its fish counters. In France, a third of its fish supplies comes from responsible fishing initiatives.