



“ An innovation we’re proud of at Delhaize Belgium is the ‘Better for All’ pork meat. Our team collaborated with local farmers to improve how the pigs are fed, raising the Omega-3 levels in the pork. Our full pork assortment is now better for the customer, the farmer, the environment and the animals.



Denis Knoops,
Chief Executive
Officer,
Delhaize BeLux

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OUR POSITION

Delhaize in Belgium has the ambition to promote a balanced diet and to provide better choices. Meat remains a cornerstone of the European diet, yet meat production can have an outsized impact on the environment and human health.

As customers become more interested in sustainable protein choices, Delhaize offers an increasing number of meat-free protein sources, including a range of seeds, nuts, legumes and vegan or vegetarian alternatives. At the same time, we are improving the sustainability of the meat products we sell in our stores.

To that end, Delhaize developed the ‘Better for All’ pork project in 2014 to increase the healthy, affordable and unique options available in our meat assortment.

OUR ACTIONS

Pork is an affordable meat for many customers. That made it ideal for an ambitious project that created healthier pork products – without increasing prices. To improve sustainability, we began at the first step in the

pork supply chain: animal feed.

The Healthy Farming Association Benelux, an organisation of scientists and agricultural professionals, helped develop a feed that is made from a mix of grains (partly flax seeds) and is naturally richer in Omega 3 fatty acids than traditional, corn-based feed. This feed results in healthier meat, as the pork contains at least twice the Omega 3, an essential nutrient, as conventional pork meat. Furthermore, growing a more diverse set of crops for the feed, rather than relying only on corn, promotes biodiversity in the farming region.

To encourage farmers to adopt the new, more expensive feed, we paid for the difference in cost from regular feed. We coordinated with 47 farmers, 10 feed suppliers and 5 slaughterhouses. Pork generated by this project is sold under the Delhaize brand, and is currently available in the majority of Delhaize Belgium and Luxembourg stores.

OUR RESULTS

Omega-3 fatty acids are essential for the body and important for maintaining a healthy metabolism. However, people don't create them

naturally, so they need to obtain them from their diets.

Unfortunately, Europeans don't consume appropriate omega-3 levels versus the intake recommendations. The 'Better for All' pork helps consumers improve their omega-3 intake (even without having to change their consumption pattern) and has a positive impact on health. Through the pork products, Delhaize Belgium puts 114 Tons of extra omega-3 on the plates of the Belgian consumer each year.

Better for All

Better for the Consumer:

Pork meat with improved level of omega-3 without extra price.

Better for the Farmer:

The extra production cost is taken by Delhaize and not by the Belgian farmers.

Better for the Environment & Animals:

Pigs receive nutritionally optimised feed that contributes to more biodiversity

Learn more about Delhaize's sustainable pork:
<http://bit.ly/24jUwVz>

