

Auchan | RETAIL
PORTUGAL

Clipfish and Auchan product lines (row) in Auchan retail

*As fileiras Auchan e o
bacalhau no Auchan Retail*

Klippfiskseminar i Portugal
07.02.2019 14.00 - 07.02.2019
23.59
Lisboa, Portugal

Good Afternoon

What is **Vida Auchan** or
Filière or our **Auchan**
product lines (row) ?



Auchan product lines (row)



Consumers

Attributes related to organoleptic qualities: taste, flavor, smell, freshness, appearance, consistency, color, size

Other attributes: origin, traceability, tradition, signs of quality, composition, mode of production, use ...



Respect for the environment

Know how to do, measure and reduce:

Good practices

Reducing pesticides

Water Saving

Footprint management

Biodiversity respect

Animal welfare

Do not use OGM items



Social Accountability

RESPECT FOR WOMEN AND MEN WHO PRODUCE
AND MARK THEM

Signature of the ethical Code, global-compact indicator

Respect for the legal framework and customs of the
country

Protection, prevention, insurance, training

Help young people with beginning this work

One appointment a year: sharing projects and values

Exchanges between store and producers



Economic level of activity

Sustainable and viable for the actors of the sector:
analysis of the costs at each stage of the chain,
calculation of the viable and durable price for all ...
MEANS AND SYSTEMS PERMITTING
SUSTAINABILITY: insurance, seniority, evaluation of
by-products or material balance, transparency,
contractualization on a long-term basis...



Statistics from our Country

2017 *per capita* Cod consumption in kg

22

All fish 2017 *per capita* consumption in kg

54

(Pinho, António Duarte)



For young people

Simple and easy to cook and taste

Other major attributes:
Environmental value
Fair trade



Free range poultry



Seabass and sea bream
Alvor aquaculture



Social commitment Madagascar



And many others

<https://www.youtube.com/watch?v=5GQW8sVEGac>

<https://www.youtube.com/watch?v=thL9KGD46u0>

<https://www.youtube.com/watch?v=nIUZP76XtD8>

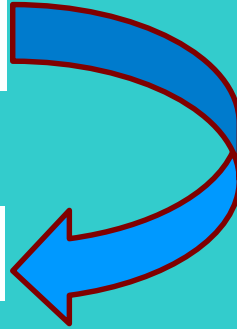
<https://www.youtube.com/watch?v=v8yPaIFcoRg>

Our salted and dry Cod Fish



Buy sustainable seafood

Eat sustainable seafood



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Thank You