



# Food Firsts

Co-op have always lead the way on the food issues that matter the most to our customers and Members. Here's a snapshot of our proudest achievements. And of course, there's more to come!

**1985**

Since 1985, no Co-op own brand toiletries or household products have been tested on animals.

**1986**

We were the first retailer to introduce customer-friendly nutritional labelling on our Co-op food range.

**1992**

We're the first to start selling ethically-traded Cafedirect coffee, one of the world's first Fairtrade products.

**1995**

We started to label eggs 'Intensively Produced' which leads to a change in the law and new 'From Caged Hens' labelling. We also were the first retailer to add fat and calories on our own brand products.

**1998**

We become the first supermarket in the UK to start selling Fairtrade products in every Co-op.

**2000**

We join the ETI, a global initiative designed to improve the quality of life for workers.

**2000**

We put the UK's 1st Fairtrade bananas on our shelves.

**2001**

We launch Co-op Fairtrade Chilean Carmenera - the UK's first supermarket Fairtrade wine.

**2010**

We ensure all eggs used as an ingredient in Co-op products are free range.

**2008**

We launch the UK's first home compostable carrier bag.

**2007**

All of our fresh chicken is 100% British. And all our own brand eggs are free range.

**2004**

We become the only retailer to have our household and health and beauty products independently certified by Cruelty Free International.

**2003**

All Co-op own brand coffee becomes Fairtrade - a first for any retailer.

**2002**

We're the first retailer to add calorie information to alcoholic drinks.

**2011**

All our tuna is certified as being pole caught.

**2011**

95% of our wood and paper products come from sustainable sources, and we're the first retailer to graduate in the WWF Global Forest & Trade Network UK.

**2009**

We introduced the Green Dot scheme to highlight healthier food choices across all our ranges.

**2005**

All Co-op brand fresh beef is now UK-sourced.

**2003**

All Co-op own brand coffee becomes Fairtrade - a first for any retailer.

**1st**

**2012**

We switch all of our bananas to Fairtrade and ensure 50% of the fruit is sourced from smallholder farmers - an industry first.

**2013**

All our sandwiches, pies, pastries and chilled ready meals are made using 100% British chicken, beef or pork.

**1st**

**2014**

All our own brand dilutable drinks switch to 'no added sugar' - and we're the first to do it.

**2015**

We sell our 50 millionth bottle of Fairtrade wine and become the largest seller of Fairtrade wine in the world.

**2016**

All our open brand Easter Eggs are Fairtrade, another first.

**2016**

All our Bags for Life are now made from recycled plastic bags.

**2016 sugar**

We're the first supermarket to sell 100% Fairtrade sugar in partnership with Tate & Lyle which hopes to raise £1m for cane farmers in Belize.

**2016**

We celebrate 10 years of Fairbourne Springs, our charity water. With the One Foundation, £7m has been raised by sales, changing 1.5m lives in Africa.