The Organic Cotton Xperience

Presentation
at the UNEP – NCPC – SA
Ecolabelling
Workshop
2008

WOOLWORTHS
the difference

A South African World Retail Player

Woolworths named international Responsible Retailer of the Year

Our Good business journey took a new turn last year with some clear targets and focus for Woolworths and it's already led us to amazing places, some of which we highlighted in our report-back last issue.

Recently it took us to Barcelona, Spain, for the World Retail Awards, where, in the face of fierce competition from some of the world's biggest retailers including Tesco (U.K.) and the Carrefour Group (France), Woolworths was named international Responsible Retailer of the Year. We're incredibly proud of this achievement, which recognises our commitment to the goals of our Good business journey in the areas of transformation, social development, the environment and climate change. This award not only confirms that we're on the right road, it further fuels our determination to accomplish what we set out to achieve.

With your help, we'll keep making a difference.

The Good Business Journey
By

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- **Accelerate transformation**
- **Driving Social Development**
- **Enhance environmental focus**
- **Addressing Climate Change**

Is a business imperative for Woolworths to:

- ✓ **Generate a Multiplier effect**
- ✓ **Reduce product miles by encouraging local sourcing**
- ✓ **Enterprise development**
- ✓ **Preferential procurement**
- ✓ **Scale down on packaging**
- ✓ **Managing waste and energy**

The Difference : Where? How? When? Who?

My School: Our children – our families

My Village – Our Communities

My Planet – Mother Earth , Nature and the Environment

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The Organic Cotton Experience

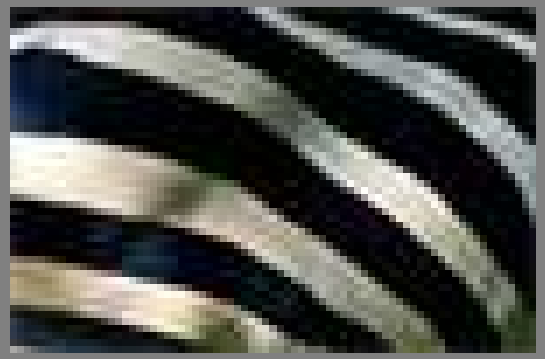
Is the produce of a culture.
An Indigenous Culture
Defined by quality and price
As to make the difference ---- when everyone else ... Is about price only

Because of this business paradigm... A good journey started:
The Organic Experience started

Organic Cotton : Less than 5% production - 20% of Woolworths turnover

Organic Cotton breaks:

1. The paradigm of commodity price
2. The old habits land management on Farms
3. Individual patterns by creating a cooperative pipe line
4. By enforcing tight norms and standards
5. By creating a culture of quality



No Organic Cotton produced in SA
100% of organic Cotton is imported

The whole "thing" started by taking a risk:
Put Organic Cotton as a brand on the shelves

RESULTS:
Immediate Woolworths customers' huge support as a surprise

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The Organic Cotton project was born:

The NCPC – SA as a Cleaner Production and SCP partners
Along the whole pipeline

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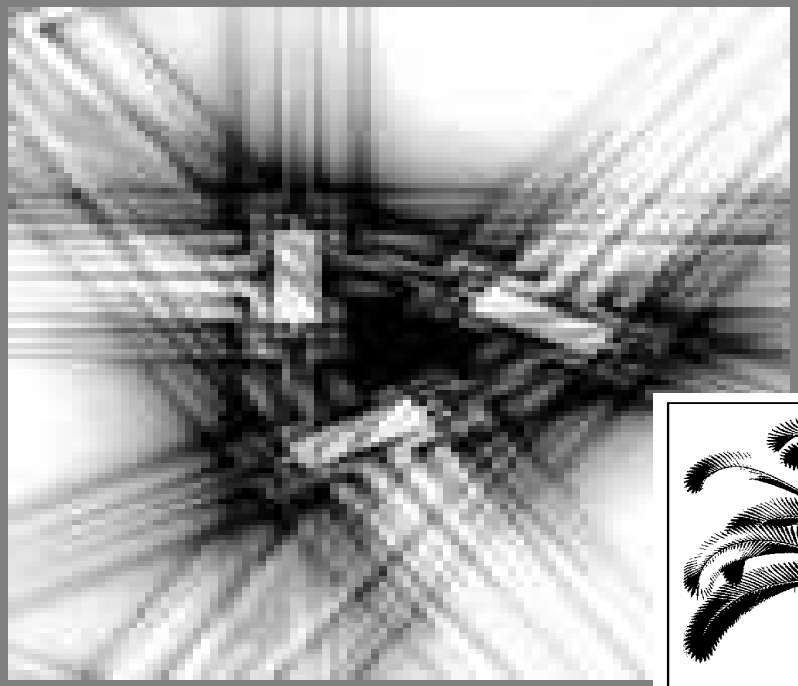
New Players stimulated by the decision to create a SA pilot project:

- The Organic Exchange
- Commark
- NOPI
- ARC
- Cotton SA
- Shell Foundation

Promising Work in Progress:
30 hectares last year
Create a cooperative structure for cotton be produce with subsistence crops
Woolworths Foods as an off take partner for producing communities



THANKING YOU

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