

METRO



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The why

Globally, Turkey is an important country for sourcing, especially for primary products such as fruit, vegetables and fish.

In Metro Turkey we embrace local tastes, helping to save local products from sinking into oblivion. Of utmost importance is capacity building of local producers to ensure sustainable business from this product diversity. By supporting traditional and local farmers and producers, product authenticity and availability is ensured, local flavors and tastes are preserved, carbon footprint is reduced through selling local products to local customers and the local economy is supported.

A crucial step in capacity building in the supply chain is ensuring product safety and global hygiene standards. Once local suppliers obtain certification to global product safety standards, they are one step closer to becoming global suppliers, contributing further to local economies. This is why we initiated a Supplier Support Program to increase awareness on GFSI in our local supply chain in 2010.

“At Metro Turkey, we see food safety as the basis of the sustainability of our business and manage it with a scrutiny that exceeds all commercial concerns. We work diligently to cultivate a culture of food safety in our supply chain and help preserve local tastes and flavors.”

The How In 2010, in order to build capacity of our local, own-brand suppliers that do not have food safety certification, METRO Turkey pioneered Metro Assessment Solution (MAS) Audits. MAS was developed by Metro Group and is based on GFSI-recognized certification program requirements. We used MAS as a training and development tool for transition to GFSI-recognized certification programs. The first year we organized pro-bono trainings and pre-audits to understand suppliers' current status. We prepared individual roadmaps for our local suppliers and continued with regular audits.

Since there were few or no auditors for GFSI-recognized certification programs in Turkey at the time, we collaborated with certification bodies to send local auditors abroad for training and experience. When GFSI-recognized certification programs were updated, we informed and trained local suppliers. With these efforts, METRO Turkey led the way to raise awareness on GFSI-recognized certification programs and developed the auditor pool in Turkey.

To lead by example, we internalized GFSI-recognized certification programs in our own operations. We established IFS Cash & Carry Wholesale system in our stores and in 2011 became the first and only company in Turkey to hold this certificate. Our Antalya fruit and vegetable platform was the first company to be certified with the IFS Logistics scheme in Turkey and this also encouraged our logistics providers to obtain certification.

METRO was the first company to initiate and use the IFS Global Market Tool in Turkey. We translated the tool, trained auditors and invited other market players to use this system. In 2017, our efforts paid off and a major international retailer in Turkey also participated. We provided free training for METRO suppliers on Food Defense and Food Fraud issues that accompany the revised IFS Food Standard and we prepared Turkish checklists to ease the transition process.

We are happy to see that the number of our local own brand suppliers certified to GFSI-recognized certification programs rose steadily since 2010 (please refer to graph).

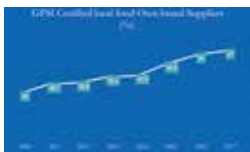
The Benefits As METRO Turkey, we see GFSI-recognized certification programs as important tools to improve standards of local suppliers which can carry them forward to become international. Due to our active encouragement of suppliers the GFSI-recognized certification rate in our own brand suppliers rose from 34% in 2010 to 67% in 2017. Our approach has meant that:

- METRO's product safety and quality audits serve as training tools for suppliers.
- Local suppliers increase their prospect of becoming global food suppliers, expanding their businesses and contribution to local economies.

- With the increased rates of certified suppliers, local tastes can become global sensations.
- Certification raises industry awareness of food safety culture for both producers and customers which contributed to societal health.
- Through industry wide collaborations such as that with the IFS Global Market Tool System, achieving food safety standards has become easier and more beneficial for local suppliers. As of the first half of 2017, 104 suppliers have already qualified to be listed in this system, showing their eagerness to take part in global initiatives.
- Championing global food safety standards has helped to solidify our METRO's brand image as a trustworthy company that does not give up on food safety and quality.



Figures



Local own-brand food suppliers certified to GFSI recognized schemes increased from 34% to 67% in 7 years.

We received IFS Cash & Carry Wholesale certificate in 2011 and became the first and still the only company in Turkey to hold this certificate.

METRO was the first company in Turkey to achieve IFS Logistics certification

METRO was the first company to initiate and use IFS Global Market Tool System in Turkey.

