

Press Release

Solna, 12 November 2015

Organic – from trend to changed buying behaviour

ICA Gruppen today presented its sustainability report for the third quarter of 2015. The report addresses important issues and initiatives regarding the environment, quality, ethical trade, health and social engagement.

Sales of organic products continued to rise during the third quarter. All in all, sales of organic products from ICA Sweden's central assortment increased by 48% (47%) compared with the corresponding period a year ago.

"Today eight out of ten people buy organic products on a regular basis – a development that can also be seen in our sales figures," comments Per Strömberg, CEO of ICA Gruppen. "This is no fleeting trend; rather, it clearly shows a change in customers' buying behaviour – driven by changed priorities as well as a greater offering of organic alternatives. As a major actor in food and grocery retail we have great opportunities to truly influence our customers in a more sustainable direction."

Read more about the following and other news in the sustainability report:

- "Choose with your heart"

During the quarter, Apotek Hjärtat rolled out its Välj med Hjärtat ("Choose with your heart") project, with the overall goal of making it easier for customers to make more sustainable choices. The project covers purchasing specifications, display signs and marketing as well as development of private label products.

- Support to Swedish dairy farmers

In an effort to raise awareness about the crisis in the Swedish dairy industry, during the quarter ICA Sweden decided to introduce a voluntary "extra milk krona" for most of the milk sold by ICA stores starting on 21 September and six months forward. On top of this, ICA Sweden has pledged to donate a lump sum of SEK 25 million to the cause.

- Audits of external suppliers

As part of ICA Gruppen's ongoing sustainability work, during the quarter audits were conducted of several external suppliers. For example, during the harvest season in August, independent external audits, ordered by ICA Sweden, were performed of the work situation in tomato fields of subcontractors to ICA's suppliers of processed tomatoes.

For more information

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