

HERE IS OUR STORY



We're lucky to live here, in *MIGHTY* South Australia. Foodland is taking the future seriously and affirming our commitment to ensure *GREAT FOOD ALWAYS LIVES HERE.*

Now is our chance to safeguard SA's food bowl, to invest in the health of our community and to continue to build a future-proof business.

Our organisation is thinking smarter, digging deeper and forging stronger connections to South Australians underpinned by these seven pillars.

01

REDUCE OUR CARBON FOOTPRINT

We're going to push down our carbon footprint through Foodland network's *RENEWABLE ELECTRICITY AGREEMENT* with Simec and our adoption of LED lighting and energy-efficient refrigeration in *EVERY* Foodland supermarket.

02

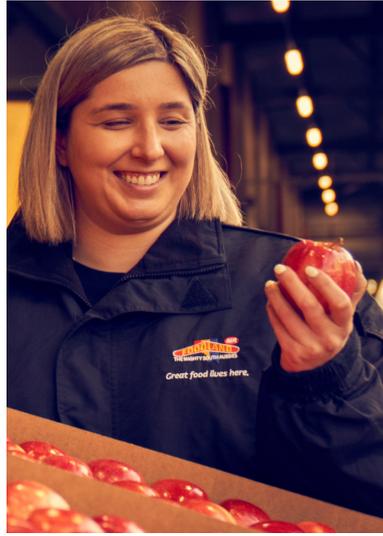
TOWARDS ZERO WASTE

Every Foodland store will have a detailed strategy and program to keep food out of landfill and reverse the rate of food waste.

03

BETTER PACKAGING

100% reusable, recyclable or compostable packaging will be standard in every store by 2025. We're also going to introduce a soft plastic recycling scheme and support product stewardship programs.



04

GREAT FOOD FOR ALL

All Foodland branded products will be bound by a *Responsible Sourcing Guideline* by 2023.

We will make sure our fresh seafood is 100% sustainable, our beef is free from added hormones, our Foodland brand eggs are cage-free, our chickens have more fresh air and we'll move towards being RSPCA-approved.

05

HAPPY AND HEALTHY

We will be a market leader in fresh, healthy and functional foods and develop partnerships with a range of not-for-profit organisations that align GREAT FOOD with improved mental health.

06

A FAIR GO FOR ALL

Foodland will become a leading employer and workplace, advocating for equality in the community to create improved:

- Accessibility,
- Gender balance,
- Flexibility,
- Respect for people's cultural beliefs, and
- Support for Australia's Aboriginal and Torres Strait Islander people.

07

LOCAL, ABOVE ALL ELSE

Foodland will continue its South Australian and Australian-First sourcing policy.

We're committing to grow Foodland Community Chest year-on-year and continue to lead the market when it comes to giving back to the community we serve.

We understand that what makes Foodland GREAT is that we're connected HERE.



Great food lives here.

Our connection to the communities we serve, to FAMILY-OWNED businesses and great, South Australian brands is what makes us not only sustainable, but resilient. Our connections make Foodland a POWERFUL and POSITIVE FORCE in this state. HERE is our story. It always has been.

NOW is the time to act – to ensure a secure, healthy and prosperous future for generations to come.