



Auchan Retail España

Sector: Retail

Region: Based in Spain, product sold in Spain

[Auchan Retail España](#) is part of the group Auchan Retail, a French multinational retail organization with presence in 15 countries through supermarkets, local stores and e-commerce platforms.

The Auchan Retail España's sustainability claim analysed in the exercise is the sentence '*Yo crío, yo produzco, yo fabrico*' (which translates to 'I raise, I produce, I manufacture'), which is applied on a range of products that belong to Auchan Producción Controlada (Auchan Production Control). The [claim](#) is made on fresh foods produced by small and local farmers in a 'closed production circuit' (i.e. the producer of the raw material is the same as the final product).



Mindset

Life Cycle Thinking: Products carrying the claim '*Yo crío, yo produzco, yo fabrico*' have been assessed from the farm level up to the sale to consumers. The claim is made on fresh foods. Product use and end-of-life phases are not considered.

Hotspots Analysis: The claim is not based on a product hotspots analysis. Through this claim, Auchan Retail España does not aim to address all relevant impacts of the products but focuses on the socio-economic and quality aspects of production by local and small producers.

Mainstreaming sustainability: With this sustainability claim, Auchan Retail España aims to make a strong commitment to support small and medium companies and producers in the primary sector in Spain. The company continuously encourages its local suppliers to meet the requirements set by Auchan Retail España Code of Business Ethics and the company's Quality Department, which is responsible for attesting the claim and evaluating food quality.

Principle 1: Reliability

This is a self-declared and self-assessed claim that states the product is of high quality and has been produced by a small and local producer.



All products identified by the Auchan Control Department are subject to internal controls done by the Quality Department, which is responsible for verifying that all the characteristics defined in the product specification are fulfilled (size, variety, color, % sugar, etc.) and that the product was produced by a small and local farmer. Moving forward, the company could also partner with external organizations or experts to obtain assurance about its verification methods.

Principle 2: Relevance

Auchan Retail España addresses mainly the socio-economic and quality dimensions of food production. '*Yo crío, yo produzco, yo fabrico*' secures native Spanish products that are made by small producers in a closed geographical perimeter, boosting the development of local areas.



The claim focuses primarily on one aspect of the production phase: production by a small and local producer, who can control the quality of the product from plantation until sale.



An example of the claim that is made on the back of a package of chorizo ibérico (which shows the producer, the QR code, and the claim sentence and logo).

Principle 3: Clarity



All products are identified with the sentence 'Yo crío, yo produzco, yo fabrico'. In each section of Auchan supermarkets there are posters with further information on product lines.

A QR code available on-pack (as shown in the picture) leads to the Alcampo website where consumers can find specific information about the product, including a picture of the producer, with a brief testimony, their business address, as well as a link to the company website. A series of videos were produced by Auchan Retail to give the broader context of the claim for each category of products (such as [cheese](#) and [yoghurt](#)), including pictograms of the production cycle: selection, ageing, processing, and final product.

Principle 4: Transparency



The consumer can check who the producer is and have access to the address of the fields where the animals were raised and/or the product was made. The company guarantees that all products have complete traceability.

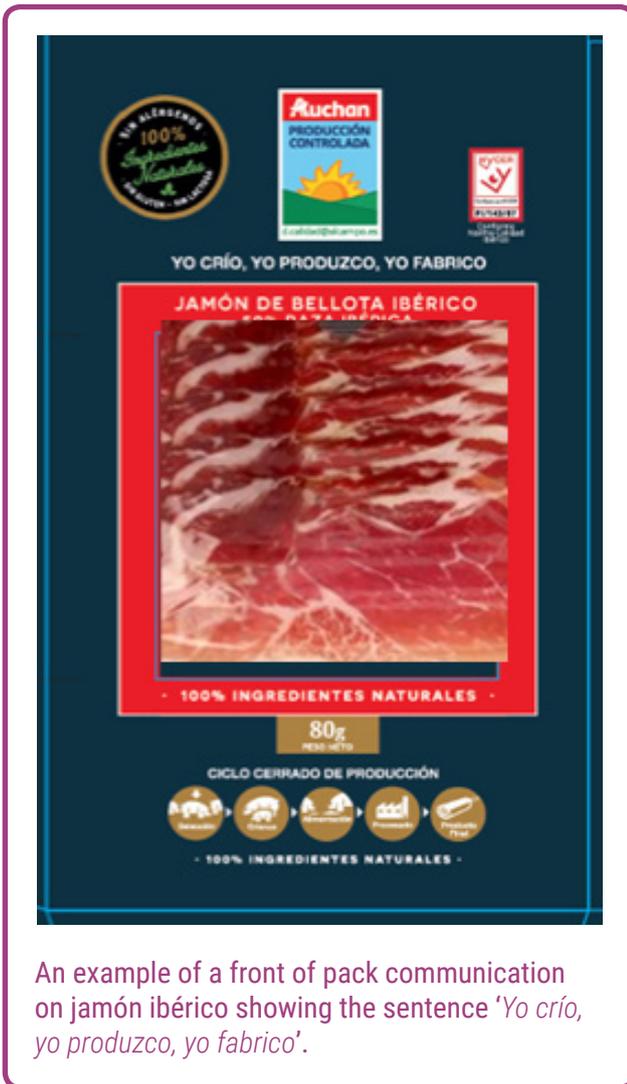
The packaging often displays complete information about the producer with name, address, photo and testimony shown. When there is no space available, the QR code or the website address lead consumers to further information online.

Principle 5: Accessibility



Information is accessible on-pack and at point of sale, as well as through leaflets, websites, and social media: Facebook, LinkedIn, Twitter and YouTube. Auchan Retail España also uses the Braille Alphabet for information available on-pack.

The claim is visible for consumers. The company tries to make the font size as readable as possible, and makes use of QR codes to address space-constraints of product packaging. In addition, the videos released by the company giving more information on the sustainability claim for particular product sectors are subtitled to ensure maximum accessibility.



An example of a front of pack communication on jamón ibérico showing the sentence 'Yo crío, yo produzco, yo fabrico'.

Principle 6: Three Dimensions of Sustainability



Environmental: Aspects are not clearly specified in the text.

Social: Support to local communities and small agricultural producers in Spain.

Economic: Support to the Spanish producer sector, by purchasing principally from SMEs.

Economic and social aspects are assessed and communicated. In order to strengthen the claim, the company could also work on measuring and communicating the environmental aspects of products (such as carbon footprint and guaranteed animal welfare) explicitly.

Principle 7: Behaviour Change and Longer Term Impact



The claim 'Yo crío, yo produzco, yo fabrico' was created by Auchan Production Control as a response to an increasing demand from consumers to receive more information regarding the food they buy: Who has made it? Where? How? In order to answer such questions, the company tries to establish a personal relationship with farmers, while at the same time creating a closer connection between farmers and consumers.

To engage consumers, Auchan Retail España uses diverse communication tools (for example brochures, posters in stores, web pages, social networks), and combines these with messages from official sources such as the government. These communication tools often explore the bonds between farmers and consumers. The company has started to collect information and to measure consumers' attitudes towards products through monitoring the change in sales of certain products before and after being labeled.

Principle 8: Multi-Channel and Innovative Approach



The company communicates the claim through social media (Facebook, LinkedIn, Twitter and Youtube), Google+ for employees, and through more-traditional outlets such as brochures, posters in stores, social responsibility reports and on-pack.

On the website, consumers can give reviews about products, which provides them with an opportunity to share peer-to-peer information. Consumer surveys and focus groups are also carried out regularly to test consumers' satisfaction with the quality of products.



Principle 9: Collaboration



The programme and all the communication material were designed in partnership with Spanish agricultural producers, with their consent and acceptance.

Besides the producers and Auchan Retail España, the development of the claim did not involve external stakeholders. Moving forward, Auchan Retail España could also involve external bodies such as third-party verifiers and NGOs.

Principle 10: Comparability



This principle states that product comparisons should be used only where it really helps the consumer to make sustainable choices. In this claim, Auchan Retail España opted for not addressing this aspect.