

Coop Denmark, staying ahead through an ambitious chemical strategy

Public Workshop on Food Packaging with Perfluoroalkyl and Polyfluoroalkyl Substances (PFASs)

Department of Toxic Substances Control, CA

*Quality Manager, Malene Teller Blume
Coop Denmark*





About Coop Danmark A/S

Coop is Denmark's largest retail enterprise and is owned by its 1.7 million members.

Coop Danmark operates the chains Kvickly, SuperBrugsen, Dagli'Brugsen, LokalBrugsen, Irma, fakta, fakta Q, Coop.dk and Irma.dk.

Together with the independent consumer cooperatives, the organisation has approximately 40.000 employees.

We have a very high focus on responsibility, CSR and social compliance, and work together with our suppliers to meet our requirements.

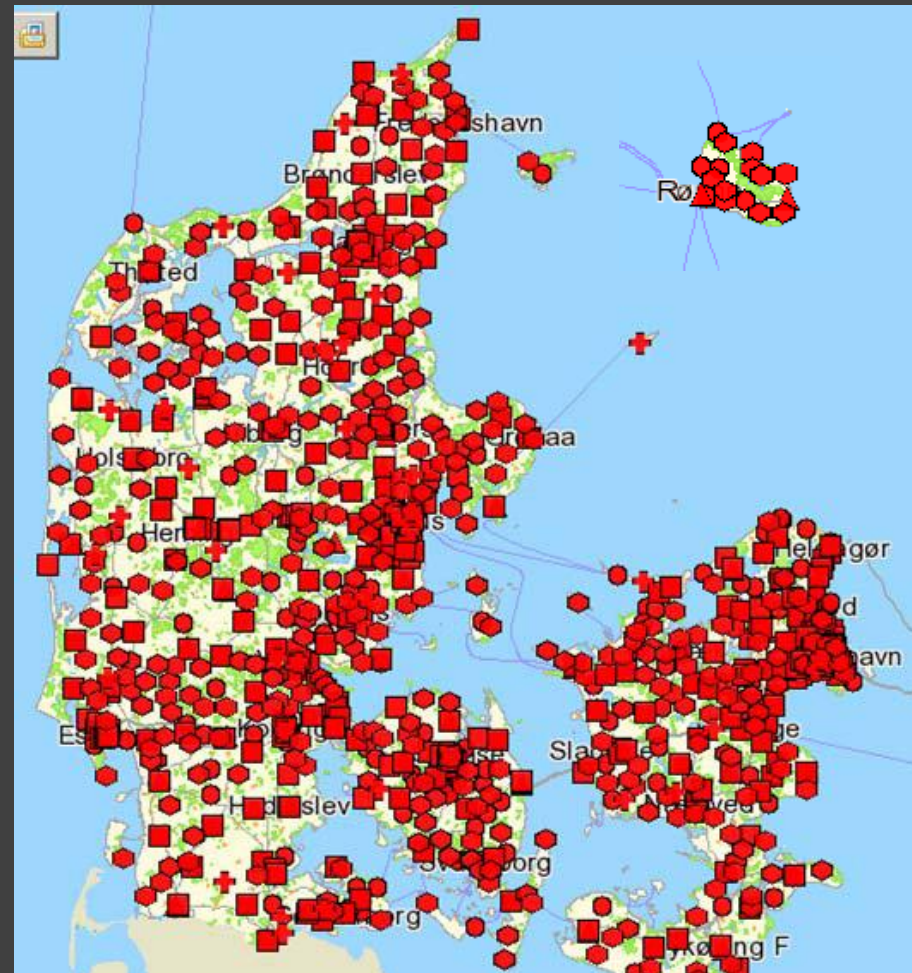
We have around 4000 products in private labels



Full national coverage

Coop hypermarkets, supermarkets and discount stores cover the entire country.

1100 shops all together



Food packaging full of EDC's

(endocrine disruption chemicals)

Legislation is too slow and has an inadequate scope to protect the consumers from EDC's properly.

Examples risk chemicals:

- Per- and Polyfluorinated Compounds (PFC/PFAS)
- Bisphenoles (BPA, BPS, BPF etc.)



Coops ban of all PFAS

September 2014: Coop bans the use of PFAS in all private label products.

The ban covers products:

- Textiles and footwear
- Cosmetics
- Home textiles
- Food contact materials
- Packaging for fast food and fresh bread



Popcorn

New disturbing evidence made the final call for the microwave popcorn with PFAS packaging.

The last product was Microwave Popcorn which concluded the whole process.

In May 2015 we removed the products from our shelves.



Grundet fornyet mistanke om skadelige stoffer i mikro popcorn, har vi valgt helt at fjerne dem fra hylderne

Hellere være for forsigtig end bagklog. Den logik ligger bag beslutningen om at fjerne mikrobølgepopcorn fra alle vores butikker. Emballagen indeholder nemlig fluorstoffer, der er mistænkt for at være hormonforstyrrende og kræftfremkaldende. Derfor tager vi nu konsekvensen og fjerner mikrobølgepopcorn fra hylderne. Det betyder nu ikke, at du skal undvære en hyggelig skål popcorn. I Coop har vi nemlig indkøbt ekstra mange af de færdigpoppede i stedet. Lun dem i ca. 1 min i mikroovnen og de smager som havde du poppet dem selv.

coop

Requirements and limits

In our Trade agreement: Test for total organic fluor content:

2015: we follow the new guideline from Danish authorities: *Total organic Fluor in the packaging must not exceed 0,35 $\mu\text{g}/\text{dm}^2$ paper/carton.*

Limit could not be met.
Background impurities are too high.

April 2018: New indication limit stated by the authorities: 10 $\mu\text{g}/\text{dm}^2$ paper/carton.

3rd party certification is easy for us and an important tool

Criteria covers paper used for
food packaging, disposal items.

Ecolabel Nordic Swan (3rd party
certification) guarantee no PFAS:

List of products and manufacturer:
<http://www.ecolabel.dk/da/produkter/husholdning-og-lys>



Waiting for regulation!

In 2014 the Danish Minister asked for a ban in FCM.

In October 2019 the Danish Authorities announced that a national ban is adopted.

From summer 2020 all PFC's in FCM will be prohibited.

Limit: 10 $\mu\text{g}/\text{dm}^2$ paper/carton.

Denmark is to be the first country in the world with a ban for PFC!

FINALLY ☺

19. september 2014 ·

Vores mad skal selvsagt ikke være pakket ind i emballage der indeholder giftige stoffer. Derfor vil jeg nu arbejde for et forbud både i DK og EU.



DR.DK

Minister vil forbyde giftige fluorstoffer i mademballage

Popcorn, pomfritter og lagkagebunde skal ikke længere være pakket ind i...

Minister vil forbyde alle fluorstoffer i mademballage



Otte år efter, forsker Xenia Trier fandt fluorstoffer i 6 ud af 10 undersøgte papirposer og papæsker, varsler miljøministeren nu et forbud. Billedet her stammer fra Xenia Triers Ph.D.-afhandling fra 2011, hvor hun undersøgte en række udbredte fødevarer- og emballage-produkter. (Illustration: Xenia Trier)

Et endeligt opgør med giftige fluorstoffer i vores madpapir og -pap kan være på vej. Miljø- og fødevarerminister Jakob Ellemann-Jensen undersøger mulighederne for et nationalt forbud, der kan træde i kraft i 2020.

Af Louise Holst Andersen Følg @louholand 6. feb 2019 kl. 17:11 5

JOBFIND

RELATEREDE J



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Novo Nordisk Foundation
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SE FLERE INC

Mest læste

2015: Ban all Bisphenoles in Coop private labels

All baby bottles in private label BPA free

No cashier paper containing Bisphenoles.

Coop brands “Änglamark” cans free from all BPA and other Bisphenoles.

All cans and glasses BPA-free (more than 115 products).
- Tetra Pack is the safe solutions (but not easy to sell)

March 2010

January 2015

June 2016

December 2018



The Coop Toolbox: NyKemiLov.nu

“target the few, through many, to make a difference for every one of us.”

With this tagline Coop launched the campaign NyKemiLov.nu in 2018 targeting the Danish politicians calling for a public discussion and regulation of endocrine disruptors.

Scope: Ban full group of PFAS and relevant bisphenoles

The campaign was not only a success in the public eye but has won 3 big awards, and was nominated in Cannes.



Resultater

- +2.7 mio. visninger
- 29% organiske visninger
- +12.1 mio. eksponeringer
- 450% højere engagement end gns.

Coop's action had an impact on Danish government chemical strategy

After our campaign for a new legislation and ban for PFAS and bisphenols a new 4 years chemical agreement was adopted.

Several key points and actions was addresses in the "Political Agreement on new joint chemicals initiatives 2018-21"

Coop received a letter from Minister with a thank you, because Coops's input helped DK to adopt an ambitious strategy.



Miljø- og
fødevareministeren

Coop, att. Malene Teller Blume
Mail: Malene.Teller.Blume@coop.dk

Fødevarer og forbruger
Ref. EMISM
Den 22. november 2017

Til Coop, att. Malene Teller Blume

På vegne af statsministeren og mig selv vil jeg takke for jeres henvendelse af 26. september 2017 om at forbyde skadelige bisphenoler og fluorerede stoffer i fødevarer og forbrugerprodukter.

Der er netop indgået en politisk aftale om kemiindsatsen for 2018-2021 med alle Folketingets partier. Med den nye kemiindsats sætter vi ambitionsniveauet endnu højere op. Skadelig kemi skal ud af produkter og fødevarer. I aftalen sættes fokus på de grupper, der er mest sårbare over for kemiske stoffer - ufødte, børn og unge - fordi kemiindsatsen peger ud i fremtiden. Der arbejdes bl.a. på at fremme EU-reguleringen af hele stofgrupper i stedet for at regulere stoffer et af gangen. Det kunne fx være grupperne fluorerede stoffer og bisphenoler.

Den nye kemiindsats indeholder ligeledes initiativer i forhold til kombinationseffekter - et emne der også fremhæves i Coops forslag til beslutningsforslag. Eksempelvis skal der videreudvikles metoder til risikovurdering af kombinationseffekter af kemiske stoffer fra miljø- og fødevarer-eksponeringer.

Med venlig hilsen

Esben Lunde Larsen



Political Agreement on new joint chemicals initiatives 2018-21

Informed consumers, fair conditions for enterprises, less impact on health and the environment, and effective regulation and control of the most harmful chemicals. These are the main points in a new agreement on chemicals in products and food.

The Government, the Social Democratic Party, the Danish People's Party, the Red-Green Alliance, Alternativet, the Social-Liberal Party and the Socialist People's Party will safeguard Danes and the environment against harmful chemical substances. We are exposed to chemical substances no matter where in the world we find ourselves. Therefore focus on protecting human health and the environment is vital, as well as focus on responsible production and use of chemical substances. We should be able to exploit the advantages of chemicals without being exposed to adverse effects.

We need more focus on the groups most vulnerable to chemical substances - unborn babies, children and young people because this agreement reaches into the future. Therefore, sustainable initiatives are required for consumer goods and food products, and we must keep consumers informed so that they can make safe choices.

The agreements is here: <http://mst.dk/media/143466/kemiindsats-engelsk.pdf>

Ban all PFAS in all cosmetics – including sellers brands

March 2019:

Covers foundations, male-up, mascara, night cream, day cream.

High attention in Denmark, but also international

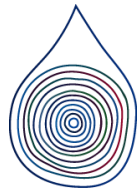


Key factors for action

- There is an acute need to revise the regulative process and the basis for action. Hazardous chemicals need faster regulation and restriction
- SCIENCE: Direct communication with academic researchers, authorities and scientists resulting in a substantial time saving (sometime 10-15 years??).
- PUBLIC RELATIONS: Maintaining a high consumer loyalty.
- High consumer demands in Denmark
- COMMERCIAL: Protecting the Coop brand.



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The Missing Piece Chemicals in Circular Economy

- Why knowing the content of hazardous chemicals is crucial
- The Business Case for companies
- Examples from companies like Apple, IKEA and Coop DK

Designing and manufacturing products to be recycled is great. But there is one piece missing in the circular economy debate – hazardous chemicals.

Without proper attention to chemicals, circular economy will never work.

The Missing Piece

Main principles in the report

- Avoid hazardous substances to start with whenever possible
- Simply following legislation is not enough!
- Not all materials are suitable for recycling
- Keep the same requirements for recycled material as for virgin
- Regulation needs to move faster!

Interview with Malene Teller-Blume, Quality Manager

Case: Coop Denmark

“We try to go the extra mile and actually do more than what the law requires”

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Coop applies a stricter approach to chemicals than the legislation calls for. What is the business logic behind that?

A few years ago we asked our customers which topic they felt was the most important for Coop to tackle. The number one thing customers mentioned was unwanted chemicals in products, and since Coop is a member-owned cooperative, these concerns need to be dealt with. But apart from that – there are also strong business arguments. Danes in general are very concerned about toxic chemicals. If Coop can show that it is trying to go the extra mile and actually do more than what the law requires, then I think this can be an important factor when consumers choose between our competitors and us.

Coop recently ran a petition campaign in Denmark, calling for stricter chemicals legislation. Why did you do this?

One thing that separates Coop from other retailers is that it wants to be part of the public debate and express its opinions, and even try to affect policymakers. For example, Coop has criticised the authorities for soft legislation on issues such as animal welfare and tobacco. So this approach applies to a wide range of topics, not only chemicals. Because of this, Coop's media activity, campaigning and presence in the public debate actually resemble that of an NGO many times.

The campaign resulted in Coop handing over a bill that legislators signed. How come the campaign was so successful?

I think it was because we managed to alert the public about how important chemicals are, without using any scare tactics. Instead, the campaign leaned on science and was presented in a balanced way.

Thank you!

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