

Additional services

Comprehensive quality management

Coop's quality management is geared to the core processes of purchasing, production, logistics and sales. Every single employee helps get quality right.

Ensuring conformity with statutory provisions and label requirements across the entire own-label range remained a quality management priority in 2021. One example of this is the implementation of labelling for items produced and packaged in-store, including disclosing nutritional values. Since 2012, all sales outlets offering counter service have been audited and certified by independent inspection body q.inspecta for compliance with quality requirements. A total of 407 sales outlets were successfully audited in 2021. These audits were in addition to the 2 000 or so internal quality-control audits conducted by Coop. In its own laboratory, Coop tested around 38 000 random samples from the food and non-food segments for compliance with the requirements. This involved checking more than one million criteria. As more and more fresh products are now made at the sales outlets, the importance of hygiene monitoring continues to grow in this area as well.

The difficulties presented by Covid did not detract from the stringent monitoring of key aspects of food and product safety. We were able to demonstrate consistent compliance with the most stringent standards. As part of its risk management in the area of product quality, Coop devoted a great deal of time in 2021 to issues surrounding the safeguarding of the supply chain for critical raw materials. A pioneering concept for value-based supply chain management was also launched.

Coop further clarified the requirements for critical product groups in the non-food segment and made these available to potential suppliers in automated form. Employees had access to updated e-learning courses to hone their expertise in regard to quality processes in sales and purchasing.

Social commitment

Coop again pursued numerous projects that embodied its social commitment in 2021. Through the Coop Sustainability Fund alone, Coop invested CHF 16.85 million in charitable projects. For information about other projects besides those listed below, visit www.actions-not-words.ch

Coop fills 25 million plates for people affected by poverty

As the biggest donor of food to the food banks Tischlein deck dich and Schweizer Tafel, Coop continues to broaden its commitment to combating food waste and, by 2026, is integrating around 500 supermarkets in the two food banks' collection and distribution system. Going forward, this will rescue in excess of 5 000 tonnes of food, enough to fill around 25 million plates for people affected by poverty.

Coop promotes inclusion

Under the "Job Integration" project, Coop currently employs around 150 people with disabilities. The project enables these people to perform regular jobs in a Coop sales outlet. External specialists support them with various routine tasks. Coop cooperates with 15 foundations across Switzerland and is keen to integrate more people with disabilities into the world of work over the next few years.

Support for people in poverty with the "2xChristmas" campaign

Once again this year, Coop supported the "2xChristmas" campaign run by the Swiss Red Cross for people in poverty in Switzerland. Coop sold around 8 000 donated parcels worth CHF 160 000. Via Coop.ch, 1 500 parcels were sold, containing products worth over CHF 80 000. In addition, Coop supported the campaign by donating products worth around CHF 400 000 (retail value).

Coop is safeguarding the future of the organic alpine dairy in Vals

Coop Aid for Mountain Regions is donating all of the CHF 700 000 raised by this year's "1 August rolls" campaign to the organic alpine dairy in Vals. The production facilities are outmoded, and a cheese cellar is urgently needed for on-site storage. The construction work at the alpine dairy will preserve the dairy business for the future. Coop Aid for Mountain Regions has been working for better living and working conditions for the mountain populace for nearly 80 years. Every franc donated goes entirely to self-help projects in the Swiss mountain region, as all the administrative costs are borne by Coop.

Pioneer in organic seed research

Since the Coop Naturaplan brand was established, Coop has been a pioneer of organic products and their promotion in Switzerland. Professional cultivation and high-quality seeds are the key to top-quality organic products. Coop has been working for many years with Bio Suisse, the Research Institute of Organic Agriculture (FiBL) and all the partners along the value chain to continually develop organic cultivation. Difficult weather and climate conditions this year demonstrated the importance of cultivating new varieties that are even better suited to organic agriculture. Our continued project cooperation with Swiss organic plant breeding companies is key.

Coop is committed to Swiss organic sugar beet

The cultivation of organic sugar beet in Switzerland is important to preserving soil fertility in agriculture and, therefore, healthy soils with low levels of pest infestation. Together with Bio Suisse, FiBL, the Federal Office for Agriculture and other partners, Coop is supporting a project to promote Swiss organic sugar beet. The aim of this project is to increase the yield of organic sugar beet to around 12 000 tonnes by 2023 and diversify organic agriculture. Coop uses all of the organic sugar beet from this project for all of its sweetened Naturaplan yoghurts made from cow's milk, and all of its Karma organic yoghurts.

Coconut oil and palm oil from the Côte d'Ivoire

Coop prioritizes investment in sustainability standards for critical raw materials. Demand for coconut oil and palm oil is rising steadily and, wherever possible, Coop uses organic and fairtrade coconut and palm oil. To satisfy its own strict requirements as well as those of Bio Suisse, Coop has decided, in partnership with FiBL and other partners, to establish its own purchasing projects on the Côte d'Ivoire, working with small farmers' cooperatives. This benefits everyone involved: small farmers enjoy stable, fair prices, and Coop has transparent supply chains and raw materials of the desired, sustainable quality.

Coop donates CHF 50 000 to emergency aid in India

Coop donated CHF 50 000 for emergency aid in response to the devastating spread of Covid in India in May. The donation went to the bioRe Foundation, with which Coop has championed organic cotton-growing in the country for its Naturaline own-label textile brand for more than 25 years. Coop's donation was used to pay for urgently needed oxygen concentrators, medicines and medical equipment. Together with bioRE, Coop also actively promotes the establishment of schools in rural regions of India to give children and young people access to basic education as well as vocational training and continuous development. For 15 years, Coop has been ensuring that around 125 000 people have access to basic medical care in India thanks to the mobile health bus.

Communication and advertising

Customer Service answers more than 600 000 enquiries

Customer Service for the Coop member press, Supercard and Coop as a whole answered more than 600 000 customer enquiries in 2021. As well as general questions, customers were particularly concerned with the range restrictions at the start of 2021. There was a slight drop-off in customer enquiries from April onwards, due in part to the lifting of the Covid restrictions. In the first six months of the year, existing Supercard customers received a new Supercard with a new design and better security features and this led to a number of enquiries. Pricing and range selection remained two of our customers' main concerns.

Families benefit from loyalty programmes

Families benefited from three collection promotions in 2021, which rewarded customer loyalty, and families with children in particular, with various free products. “Countdown to summer!” in the Outdoor and Fun category offered a selection of exciting products for summer activities. In the autumn, we partnered with the WWF to focus on sustainability with “Abenteuer Bergwelt” (Mountain Adventure), a promotion spotlighting animals that inhabit Swiss mountains. Over the Christmas period, the “Let it snow” campaign was successfully integrated into Coop’s Christmas communication, with Nevo and Flo. All the collection promotions went down well with customers, helping to boost sales.

Coop member press publications increase readership and leadership

The Coop member press (G/F/I) which, with 3.3 million readers (WEMF MACH Basic 2021-2), is Switzerland’s most widely read weekly magazine, is expanding its leading position in all parts of the country. Together with the “Coopzeitung Weekend” member press, it is read by a total of 4.8 million readers (WEMF MACH Basic 2021-2).

With the new, weekly “Health” column, written in partnership with health experts, Coop is establishing a profile as a company with expertise in health matters.

Coopzeitung Weekend now well-established

Just one year after its launch, “Coopzeitung Weekend” (G/F/I), which has been published every Friday since August 2020 as a 16-page magazine-within-a-magazine in the Bundmitte section of “20 Minuten” and is aimed at a young, urban target group, is well-established on the reader and advertising market. According to a representative study, the magazine is very popular with commuters, and is regularly read by more than two thirds of “20 Minuten” readers.

Sponsorship back on track since spring

After a difficult year in 2020 due to Covid, all Coop sponsorship projects resumed in the spring. Spring and summer projects such as Coop Kinderland, Coop Beachtour, Coop Open Air Cinema and Coop Gemeindeduell were held outdoors. The so-called 3G conditions (vaccinated, recovered or tested) were applied as necessary. Indoor projects such as the Coop Children’s Musical, Coop Fidibus Fairytale Theatre and the shows by Bliss, were staged under 3G conditions, and delighted children and adults alike.

Media Unit: Coop in the public interest

As one of Switzerland’s most relevant media offices, Coop’s Media Unit further intensified dialogue with journalists in 2021. Consequently, heavy media coverage of Coop news continued in the year under review. The appointment of Philipp Wyss as CEO of the Coop Group attracted particularly great interest in the media. Journalists also focused on the takeover of Swiss DIY store chain Jumbo, Transgourmet’s expansion into Spain, and the opening of the Märthof hotel in the heart of Basel’s old town. Sustainability became the key topic of 2021, with Coop’s social commitment, animal welfare ethos and organic products attracting media attention. The Covid pandemic featured a little less prominently, becoming an everyday topic in the media. During the year under view, Coop’s Media Unit issued 35 media releases, published over 90 exclusive information pieces including on en primeur wines and proactive topics, gave and attended 55 interviews and responded to 1 960 media enquiries.