



FAIRTRADE
POLSKA

On behalf of the signatories

Fairtrade Polska Foundation
ul. Sławkowska 12, 31-014 Kraków
KRS 0000473582
info@fairtrade.org.pl
www.fairtrade.org.pl

19.11.2024, Cracow

**The Honourable Mr.
Pedro Soares dos Santos
Jeronimo Martins Polska S.A. Biuro Głównie
ul. Dolna 3, 00-773 Warszawa**

An appeal by consumer, environmental and Fair Trade organizations to expand the range of certified products in the Biedronka retail network

Dear Sir,

We have received the latest data presented in the “Sustainability Report of the Biedronka retail chain for the year 2023” with great interest. Of particular note is the chart for “Number of available fresh products and private label products that possess the sustainability certification”.

The good news is that the overall number of certified products is growing (an increase by 448 products as of 2019), but we would like to point out that this only applies to products in the non-food and packaging categories.

Since 2019, the number of products with organic farming certification (the so-called “Euro Leaf”) has dropped from 140 to 52 in 2023. There are also 12 fewer MSC-certified products on offer. The number of products with labels such as FAIRTRADE, UTZ and Rainforest Alliance has dropped from 94 to 21, with this being an aggregate number. Unfortunately, the number of products with the FAIRTRADE mark has dropped from 1 to 0. We suggest, therefore, that the number of certified products be provided without grouping the certifications together, since each label has different standards (similar grouping was used for the FSC and PEFC certifications, as well as the Global Recycled Standard, Global Organic Textile Standard and OEKO-TEX Made in Green).

[Fundacja Fairtrade Polska](#)

Sławkowska 12, 31-014 Krakow, Poland | [NIP: 6762469537](#)

[e-mail: fairtrade@fairtrade.org.pl](mailto:fairtrade@fairtrade.org.pl) | [tel.: +48 603 363 721](tel:+48603363721)

www.fairtrade.org.pl



The organizations signing this appeal are dedicated to educating consumers about conscious and responsible shopping. Their mission also includes supporting companies in environmental and human rights protection, to ensure that the production of consumer goods is increasingly sustainable.

According to data from the 6th edition of SW Research's Ekobarometr, there is a growing group of consumers who want to make conscious and responsible purchasing decisions. Decisions that are good for their health, but also environmentally friendly and respectful of the rights of the people who produced them.

Nearly 3 in 4 Poles (72%) believe that the state of the natural environment is an important issue¹. The majority of consumers (56%) state that certifications and environmental as well as social labels are important to them. In turn, 61% say that at least half of the products they buy have such labels².

We understand the arguments related to the fact that customers of discount retail stores are often guided mainly by price, nevertheless we would like to point out that no one will likely choose products created in a more sustainable way if they are not present on store shelves. We believe that all of us – businesses and consumers alike – should take responsibility for people and the planet, and that decent wages or respect for the environment should be the standard, not the exception.

Please note that ultimately, it is in your company's best interest to take care of the value chains and the suppliers themselves (farmers and workers alike). Climate change, droughts, floods, extreme weather conditions, combined with crops failing to adapt to these changes, as well as plant diseases, are putting the production of raw materials at risk. This leads to high prices and supply problems. At the same time, this comes at the expense of marginalised farmers, increasing exploitation and poverty, leading to more child labour and further environmental degradation.

In the near future, European Union regulations, which will oblige companies to undertake due diligence in protecting human rights and the environment, will take effect. Therefore, any decisions to restrict goods whose production is verified by external and independent organizations are incomprehensible and worrisome to us, and in the long term may be detrimental to your business ventures and image.

In your non-financial reports, you emphasise how important sustainability concerns are in the retail chain's strategy. We believe that together we can make the world a better place, but we won't be able to do it without the support of retail chains like Biedronka.

We therefore call for an increase in the availability of private label and third-party branded food products with recognised, credible certificates in the permanent offer of all Biedronka stores.

¹ Ekobarometr, 6th edition, SW Research, June 2024.

² Ekobarometr, 6th edition, SW Research, June 2024, p.107.

Fundacja Fairtrade Polska

Śląkowska 12, 31-014 Krakow, Poland | NIP: 6762469537

e-mail: fairtrade@fairtrade.org.pl | tel.: +48 603 363 721

www.fairtrade.org.pl



Table with a breakdown of the number of food, fresh and private label products available and private label with selected sustainability certifications on offer at Biedronka over the years 2019 - 2023. The data is taken from the Sustainability Reports of the Development of the Biedronka retail chain.

Certificate	2019	2020	2021	2022	2023
EU Organic Farming	140	122	95	68	52
Fairtrade / UTZ / Rainforest Alliance	94	41	39	22	21
MSC	23	19	18	8	11
Blue Angel	2	3	7	14	13
KAT	2	2	2	1	0

with best regards
on behalf of the signatories of this letter

A handwritten signature in blue ink, appearing to read "Andrzej Żwawa".

Andrzej Żwawa
Chairman of The Board of Fairtrade Polska Foundation

Fundacja Fairtrade Polska
31-014 Kraków, ul. Stawkowska 12 oficyna II piętro
NIP: 6762469537, KRS: 0000473582
www.fairtrade.org.pl | info@fairtrade.org.pl
tel.: +48 603 363 721

Fundacja Fairtrade Polska
Sławkowska 12, 31-014 Kraków, Poland | NIP: 6762469537
e-mail: fairtrade@fairtrade.org.pl | tel.: +48 603 363 721
www.fairtrade.org.pl

We are a Public Benefit Organisation. We do not conduct any commercial activities.



List of signatories

- on behalf of the Buy Responsibly Foundation – Joanna Szabuńko, Vice Chairwoman of The Board
- on behalf of the Polish Chamber of Organic Food – Krystyna Radkowska, Chairwoman of The Board
- on behalf of the Polish Institute for Human Rights and Business – Beata Faracik, Chairwoman of The Board
- on behalf of the MSC (Marine Stewardship Council) – Marta Kalinowska, Country Manager, Poland & Central Europe
- on behalf of AQUILA Consumer Protection Association – Małgorzata Miś, Chairwoman of The Board
- on behalf of the Consumers Federation – Elżbieta Szadzińska, Vice Chairwoman of The Board
- on behalf of Res Severa CSR Foundation – Joanna Skatuba, Chairwoman of The Board
- on behalf of Nienieodpowiedzialni Foundation – Artur Nowak-Gocławski, Chairman of The Board
- on behalf of the Institute for Sustainable Development Foundation – Wojciech Szymalski, Chairman of The Board
- on behalf of the Euro-Concret Association – Maciej Nakonieczny, Board Representative
- on behalf of the Stowarzyszenie Lokalnych Ośrodków Twórczych, Krzysztof Słaboń, Chairman of The Board
- on behalf of the Foundation for Sustainable Development – Krzysztof Smoliński, Chairman of The Board
- on behalf of the Fairtrade Polska Foundation – Andrzej Żwawa, Chairman of The Board

Fundacja Fairtrade Polska

Ślawkowska 12, 31-014 Krakow, Poland | NIP: 6762469537

e-mail: fairtrade@fairtrade.org.pl | tel. +48 603 363 721

www.fairtrade.org.pl