
EDWARD PALMER COLES

FRESH PRODUCE
SAFETY CENTRE
AUSTRALIA & NEW ZEALAND





Food Safety - a retail perspective

Edward Palmer
Coles Technical Manager
Fresh produce

Coles Supermarkets Limited

- 16 million customers per week
- Australian owned retailer, founded in Collingwood 100 years ago.
- 750 stores nationally
- Employs 100,000 people – 1/3 in regional Australia.
- Long standing commitment to Australian sourcing.



Coles Circle of Success

Our Goal:

"To give people of Australia a shop they trust, delivering quality, service and value"



We constantly listen to our customers



~10k customers
every week



Other supermarkets'
customers



Facebook



Independent Research

Internal Understanding



Team member
feedback

Customer hierarchy



Evolution of Coles Fresh Produce

2009



2014



PROUD TO BE **coles**

Driving volume growth for Aussie food

Sourcing
directly

Boosting
quality

Greater
freshness

4 million more
customer
transactions
weekly

Australians are
**buying 60%
more fresh fruit
& veg** from
Coles than 5
years ago.



Flavorite

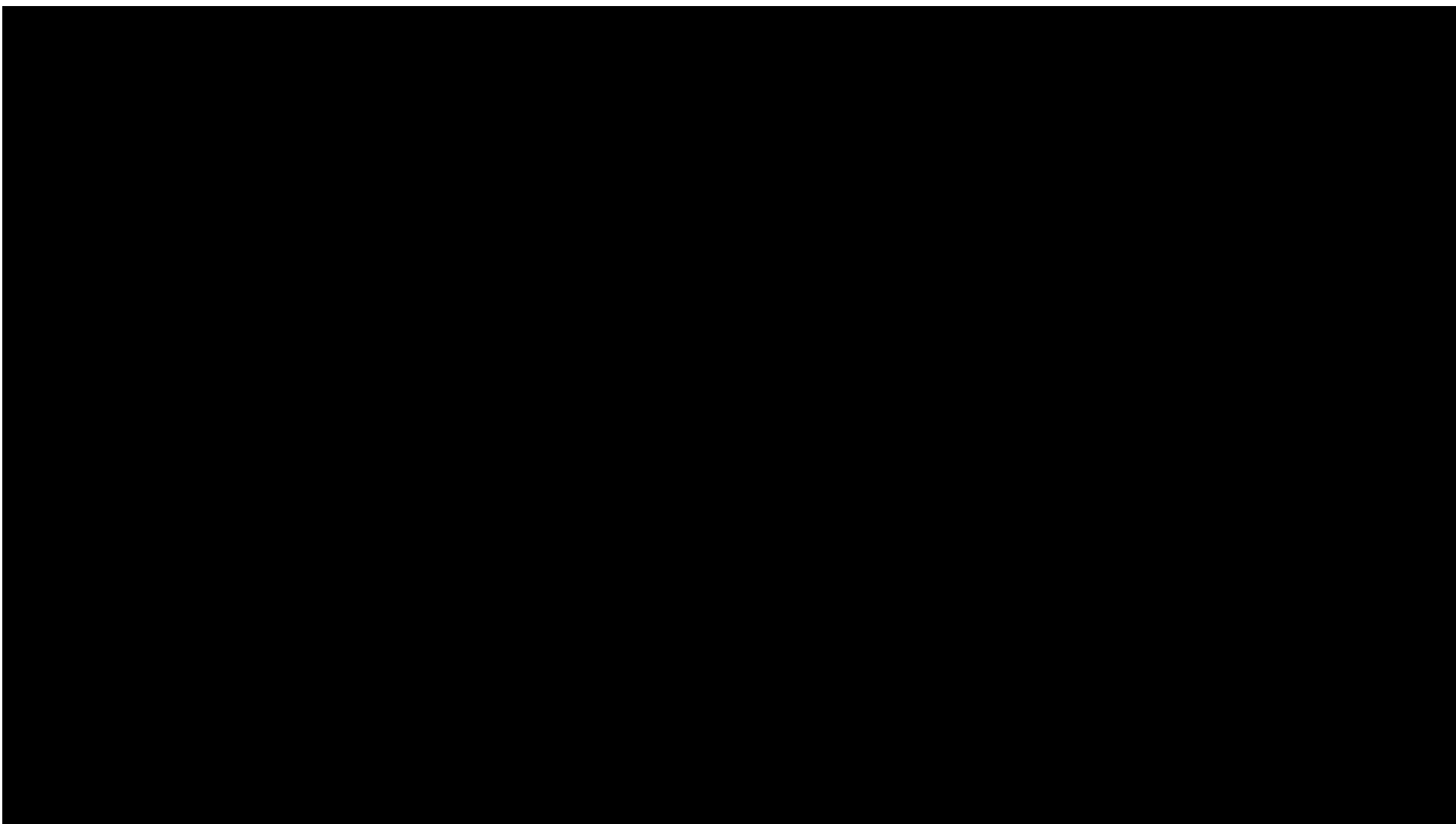


- Over 60% growth in sales to Coles over 2 years
- Employees have jumped from 5 to over 200 over 10 years
- Water recycling – closed system
- Network of growers across Vic

“What we would’ve considered a purely transactional relationship is one where we now view them as a partner.”

– Flavorite Director Mike Nichol.

PROUD TO BE **coles**



Research and development



The 4 key drivers of future food success

Quality



Innovation

official
The ^ low GI potato
that's naturally better.



Coles
Carisma

exclusive to Coles

Partnerships



Safe + Legal = Trust

Celebrate food with customers

RAISED BETTER TASTES BETTER
ALL COLES BRAND FRESH CHICKEN IS NOW RSPCA APPROVED

ALL COLES BRAND FRESH PORK IS SOW STALL FREE
SOW STALL FREE

ALL COLES BRAND FRESH NO ADDED FLAVOURS

ALL COLES BRAND FRESH 100% AUSSIE

RESPONSIBLY SOURCED TASMANIAN SALMON
HELPING AUSTRALIA GROW

RAISED BETTER TASTES BETTER
ALL COLES BRAND FRESH CHICKEN IS NOW RSPCA APPROVED

375 Flybuys bonus points

High customer trust

High product integrity

RESPONSIBLY SOURCED SEAFOOD

AUSTRALIAN SEAFOOD
100% of our fresh salmon is sourced from Australia.
coles.com.au/helpingaustraliagrow

COOK BOOK

BANGERS & MASH
CLASSIC AUSTRALIAN BEEF SAUSAGES WITH BUTTER MASHED POTATOES AND A RICH ONION SAUCE

SPAGHETTI & MEATBALLS

WORKING WITH COLES FOR RESPONSIBLY

Back to Responsibly sourced meat and seafood

HOW TO COOK IT just ask

Coles is committed to offering customers responsibly sourced seafood

We provide fish that have been sourced in an environmentally friendly, ethical way. Well-managed and responsible fishing is essential for healthy oceans, livelihoods and economies.

THANK YOU

