

# This is Morrisons

With more than 420 stores across the UK, Morrisons business is mainly food and grocery - the weekly shop, and we are proud to be the food store for everyone. Unlike other large food store operators in the UK, we sell only a very limited range of non-food goods.



Market Street, a unique shopping experience, is central to Morrisons food offer and sets us apart from other supermarkets. It contains a number of different areas, where all our fresh food is stocked, prepared and served by our staff, giving the feel and service of a traditional market.

There is a butcher, a fishmonger, a baker and a cake shop as well as the delicatessen,

"Oven Baked" and Our "Fresh to go" section. We staff each area with employees who know their trade, including fully trained fishmongers and qualified butchers and bakers, all available to offer advice and assistance to our customers.

Morrisons has always been associated with low prices and great offers, but we are also proud about the high quality of all our food.



- >> Morrisons Market Street has more people in store preparing more food than any other retailer.
- >> We employ 1,500 butchers, 2,000 bakers and 800 fishmongers.
- >> Every day we make and sell more fresh food in store than any other supermarket.
- >> Our fresh fish is straight from the sea, never previously frozen.
- >> We produce more of the food we sell than any other supermarket.
- >> We use our own manufacturing facilities, giving us close control over provenance and quality.
- >> We are one of the UK's Top 5 food producers, with our own packing, food preparation, bakeries and meat processing.
- >> We strongly support British farming and were the first of the top four supermarkets to commit to selling 100% British fresh meat throughout the year.
- >> We really value our long-standing relationships with British food producers and strive to bring you the best in local and seasonal produce wherever possible.
- >> We own and manage our own distribution network.

*“Morrisons - food specialist for everyone.”*



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# Taking care of your environment

We are a practical, down to earth business and that's how we approach Corporate Social Responsibility (CSR). Our programme is consistent with our vision and values and reflects sound commercial thinking, being run by our team as part of every day business and with our customers always in mind.

**Our CSR programme is structured around three principal areas:**

**Environment:**

Taking good care of our planet. Carbon, waste and sustainability.

**Society:**

Taking good care of our shoppers, our colleagues and their communities. Work, communities and healthy balanced lifestyles.

**Business:**

Taking good care as we go about our business. Sourcing, sustainable supply and engagement with stakeholders.



**1st**



In 2008, we were one of 12 companies (and the only supermarket!) to achieve the Carbon Trust Standard for managing and cutting carbon.



Kidderminster store **'Excellent'** environmental rating.

Our Kidderminster store became the **first UK supermarket** to achieve an 'excellent' BREEAM rating for its environmental performance.



**505m**

Equivalent number of carrier bags we have saved since 2006.

**27%**

The increase in our Fairtrade range in 2008.

**100%**

of our own-brand fresh fish complies with our sustainable sourcing policy.

**14,975 tonnes**

Amount by which we have reduced our haulage emissions, achieving our target of an 8% reduction in our haulage emissions by 2010.

**591,322 tonnes CO<sub>2</sub>**

Cumulative reduction of our Carbon Footprint since 2005.

*"Taking good care of our shoppers, colleagues and communities."*



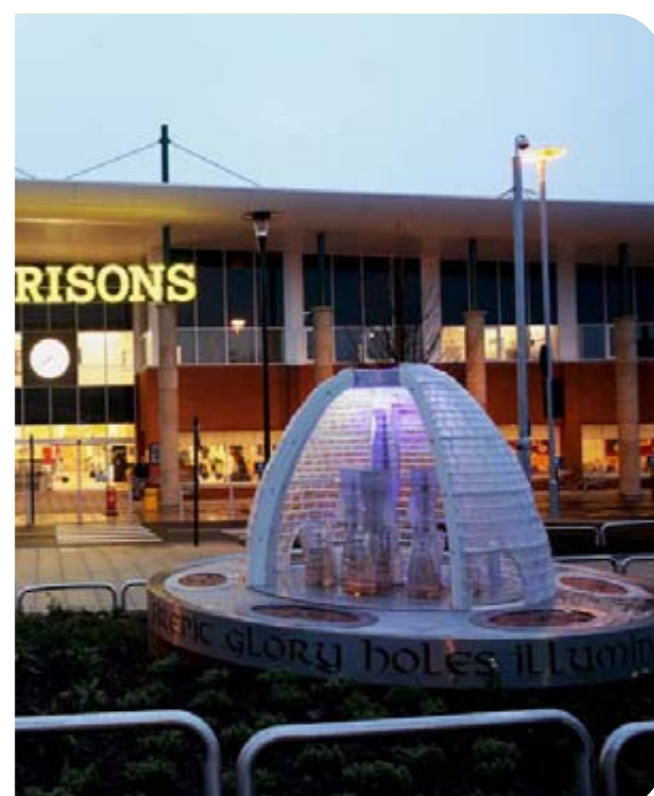
**MORRISONS**

# Morrisons in the community



## Local heritage

We recognise local heritage in our stores through various artistic works including stained glass panels, murals and photography. We are also well known for commissioning critically acclaimed public artworks, which are typically relevant to their locations.



Since the launch of **Let's Grow**, almost **5 million school children** have been getting their hands dirty and growing fresh fruit and veg. The



campaign, which is supported by celebrity gardener Diarmuid Gavin, inspires children to follow a healthier lifestyle through learning about growing produce in their own school. The scheme ties into the national curriculum and supports the government's "Growing Schools" initiative.

**Did you know that tomatoes are best stored at room temperature while apples keep for longer in the fridge?** A Morrisons survey revealed that 90% of us let fruit go to waste by storing it in the wrong place. In May 2009 we launched the Great Taste, Less Waste campaign to help customers reduce food waste by providing easy, practical tips to improve food storage along with suggestions to make the most of leftovers and tips to avoid confusion about "best before" and "use by" dates.



## Charity of the Year

Every year at Morrisons, staff and customers help raise money for our charity of the year, which is chosen by colleagues across the business. This year we have also launched Raise a Smile in order to help improve awareness of our fundraising. This year we are Raising a Smile for Cancer Research UK. We aim to raise over £1million for their life-saving research. It's just one of many ways that Morrisons is giving something back.

## CSV Action Earth

In 2009 Morrisons sponsored CSV Action Earth for the third year running, providing grants to kick start environmental volunteer projects. Its aim is to involve thousands of people within 900 voluntary organisations, schools, businesses and community groups throughout the UK in projects that will be of immediate and lasting environmental benefit. Last year our sponsorship helped support 900 projects involving over 18,000 people across the UK to improve 517,788 acres of land, through clearing and planting, constructing walls and fencing and introducing bird and animal nesting boxes.



*"We aim to make a positive contribution to the communities we serve."*

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