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Chocolats Halba and Sunray

In 1933 Willy Hallheimer and Werner Baer founded a joint stock company in Zurich for the purpose of manufacturing chocolate. These two pioneers chose a company name that combined the start letters of their respective last names: Halba. To begin with, they set up production in Zurich, before moving to Wallisellen and later to Hinwil (both in the canton of Zurich). In 1972 Chocolats Halba was taken over by Coop, and ultimately fully integrated into the Coop Group in 2004. 2013 saw the foundation in Honduras of the subsidiary Chocolats Halba Honduras to safeguard the sustainable procurement of top-quality cocoa from this country.

Sunray was founded in 1907 in Pratteln, in the canton of Basel-Landschaft, as part of the “Verband schweizerischer Konsumvereine” or VSK, the association of Swiss consumer co-operatives from which the Coop Group was later to emerge. Initially its main business was purchasing and packaging “colonial goods”, as foodstuffs such as nuts, spices and coffee were known at the time. Over subsequent decades, the range it carried continually evolved, at times also including butter, eggs, animal feed and even shoes. In 2005 the department responsible for raw materials and processing became a separate division of Coop, operating under the name Sunray from September 2006.

RELOCATION AND MERGER

Between 2017 and 2018 Chocolats Halba moved its two plants to the [Production and Quality Centre in Pratteln](#) as the former facilities could no longer cope with the rise in orders. The additional and more efficient machinery in Pratteln boosted production volumes. At the same time, being at Coop's largest production location allows us to exploit synergies with other units there. One of these units is Sunray after moving its operations within the municipality of Pratteln to the Production and Quality Centre during 2017.

It was during the course of relocation that Coop's management decided to merge Chocolats Halba and Sunray with effect from September 2017. This was a logical decision as both divisions produced high-quality foodstuffs for the retail trade and industry, and both shared corporate values of sustainability, quality, customer focus, innovation and Swissness. Since the merger, significant synergies have emerged in relation to the procurement of raw materials, quality assurance and building maintenance, and more can be expected. The merger was an important step that enabled us to join forces to become an even more effective player in the highly competitive food sector.

Facts and figures

Chocolats Halba/Sunray currently has 358 employees. We produce high-quality chocolate bars, coatings, hollow figures and confectionery items in our chocolate production facilities. The Sunray division processes and packages foodstuffs from eight product groups: nuts and seeds, dried fruit, dried mushrooms and vegetables, pulses, cooking oils, baking and dessert products, herbs and spices, and sugar.

In 2018 Chocolats Halba/Sunray sold 16,500 tonnes of chocolate products and 46,000 tonnes of other food (excluding sugar trading), achieving total sales of CHF 288 million. 79% of sales were generated in Switzerland, chiefly to our parent company Coop. Chocolate exports mainly accounted for the remaining 21%. Our most important export markets are Germany, USA, Canada, France, Italy and Australia.

We are aiming to further increase exports over the coming years. In addition, we aim to roll out new technologies and speed up innovation. Our core expertise is still manufacturing premium foodstuffs with added value: sustainability-labelled products accounted for 56% of our sales in 2018, and as much as 80% for chocolate products.

Organizational structure

The Coop Group is a cooperative society with over 2.5 million members. It holds stakes in a number of companies in Switzerland and abroad. Cooperatives do not exist to generate profit for their shareholders. Instead, the profits they generate are used for the benefit of their employees and customers or are reinvested. See the [annual report](#) for more detailed information about the structure and governance of the Coop Group.

In organizational terms, Chocolats Halba/Sunray is a Coop division within the IT/Production/Services business unit. The division is led by CEO Anton von Weissenfluh assisted by the six departmental managers. The autumn of 2019 will see a change at the top when Anton von Weissenfluh retires and hands over the reins to Andreas Hasler, currently Head of Marketing & Sales.

SUSTAINABILITY TEAM

Chocolats Halba/Sunray has a sustainability team staffed with the equivalent of 2.8 full-time employees and headed by Petra Heid. It is attached to Quality Management. In consultation with individual departments, the team draws up our sustainability strategy and defines specific goals and actions. The team is also responsible for planning and implementing sustainability projects and for monitoring the progress of our sustainability goals and actions every year.

COLLABORATION WITH STAKEHOLDERS

Chocolats Halba/Sunray actively promotes sustainable development through its membership of industry organizations such as Chocosuisse, the Swiss Platform for Sustainable Cocoa, the Swiss Cocoa Forum and the World Cocoa Foundation (WCF). In addition, we are members of the Swiss Business Council for Sustainable Development (öbu). We also work closely with other organizations in projects and working groups, including the Swiss Agency for Development and Cooperation, Helvetas, the International Trade Centre, Max Havelaar Switzerland, and Swisscontact.

Sustainability strategy

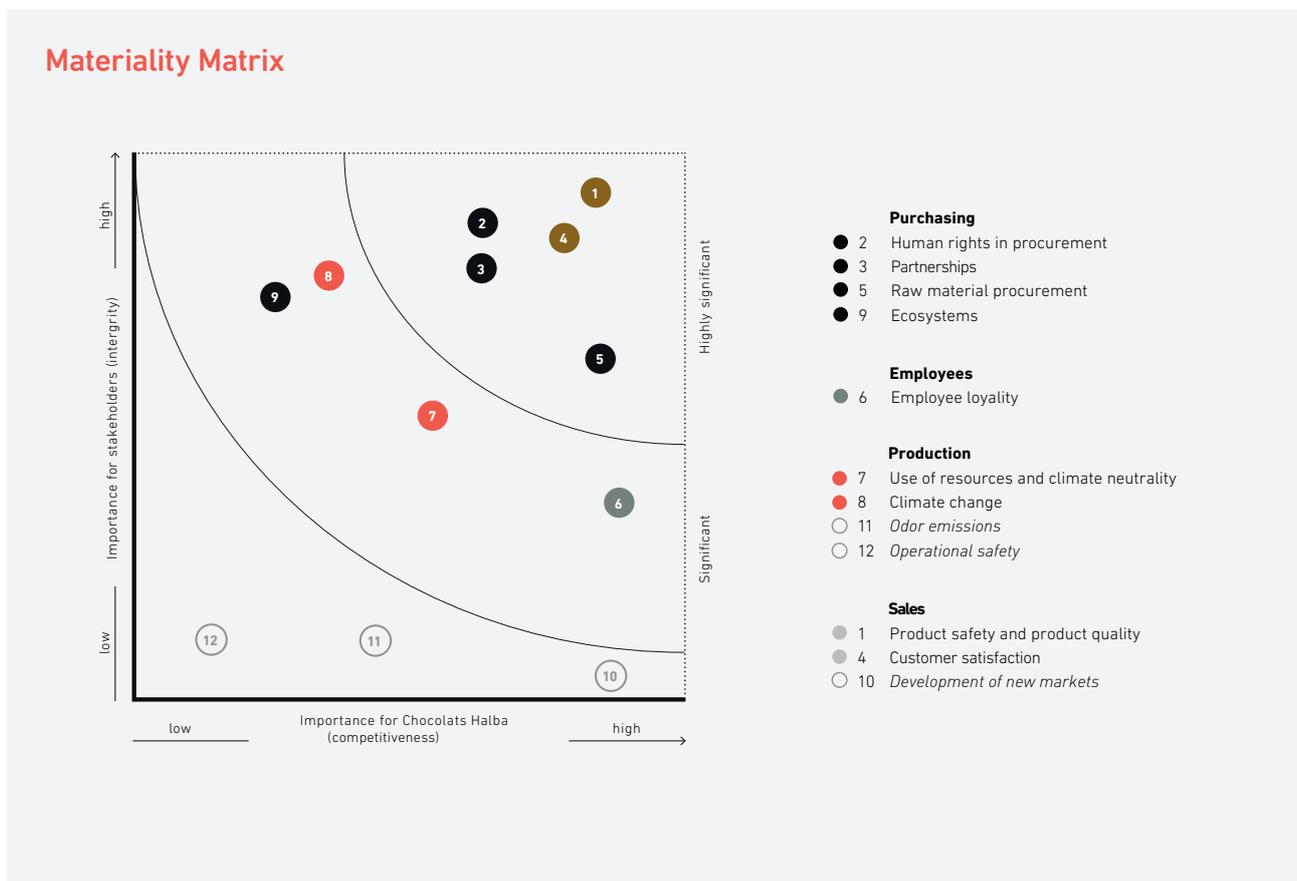
Chocolats Halba is the sustainability trailblazer of the Swiss chocolate industry. We laid the foundations for our commitment when we launched a flagship project in Honduras in 2008. In the four years following this launch, we marked further milestones: buying virtually all our cocoa from certified sources, cutting greenhouse gas emissions from production by a quarter, and offsetting the remaining emissions within our own value chain.

Today Chocolats Halba pursues a sustainability strategy across its entire value chain, from cocoa farmer to consumer. Since the merger in 2017, we have gradually transferred Chocolats Halba's 2016–2020 sustainability strategy to Sunray's business segments.

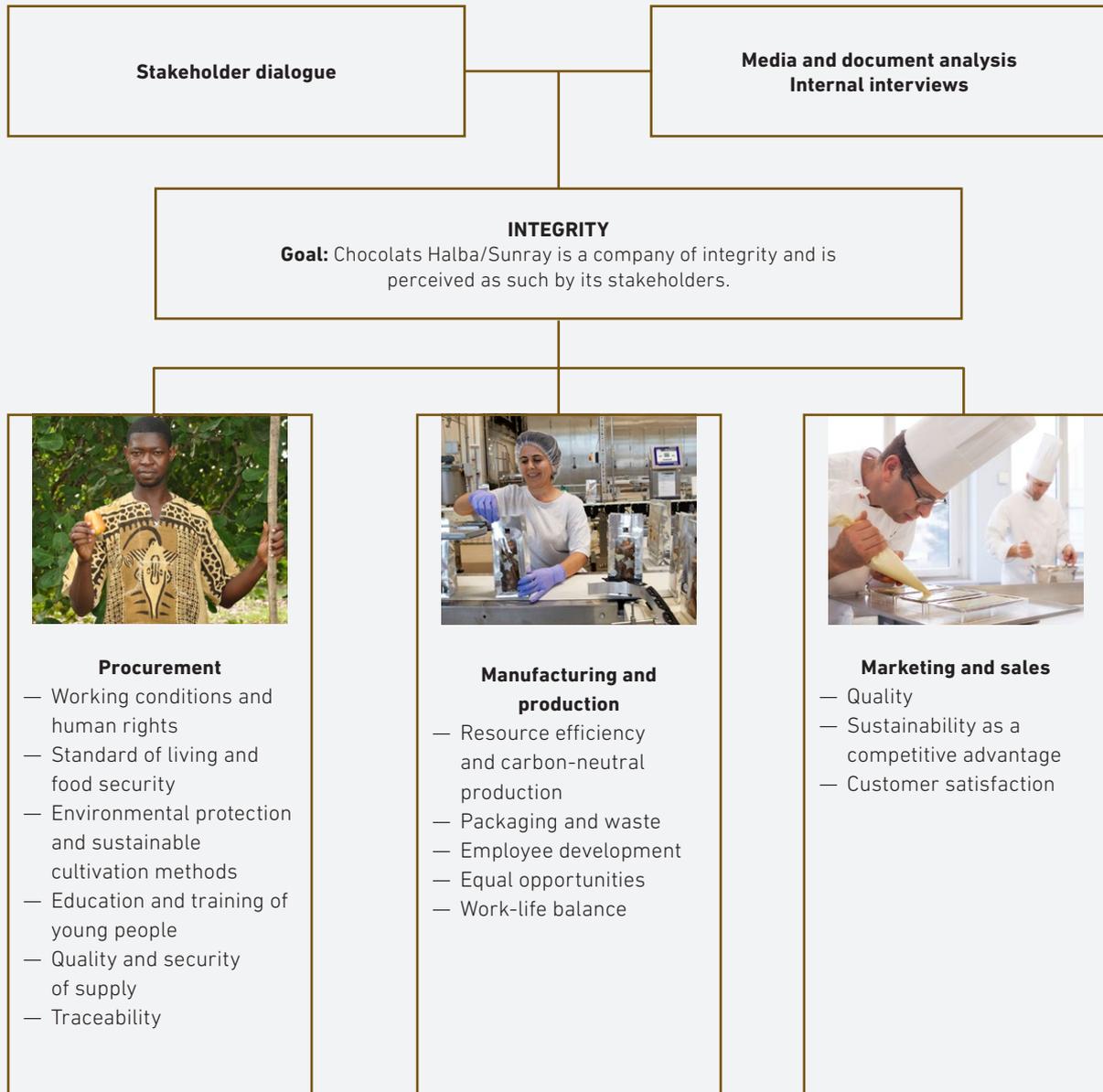
SUSTAINABILITY AT CHOCOLATS HALBA

In 2012 Chocolats Halba drew up its first comprehensive sustainability strategy. By this means, our sustainability efforts were defined in the form of core principles and goals and systematically integrated into our core business. Many stakeholders were also consulted in various exploratory discussions. The result of this process was our 2013–2015 sustainability strategy.

The targets and actions were updated in 2016 to produce the 2016–2020 sustainability strategy. We adjusted our areas of focus and updated the materiality matrix. As part of a survey conducted by the University of Lucerne, internal and external stakeholders were once again able to have their say. In addition, we aligned our strategy with the Global Reporting Initiative (GRI), the UN Sustainable Development Goals (SDGs) and the International Labour Organization's guidelines as well as with Coop's multi-year sustainability targets.



Sustainability strategy



The 2016–2020 sustainability strategy is based on the three pillars of “procurement”, “manufacturing and production” and “marketing and sales”. The main focus areas for each of these pillars were defined and broken down into strategic targets, key actions and indicators (KPIs), with “integrity” spanning and linking all three pillars.

SUSTAINABILITY AT SUNRAY

At Sunray, too, sustainability has been strongly ingrained in its corporate philosophy from the outset. Although it had not formulated its own sustainability strategy, it followed [Coop’s multi-year sustainability targets](#) to a large extent. Since the merger, we have gradually transferred Chocolats Halba’s 2016–2020 sustainability strategy to Sunray’s business segments. This process has already been successfully completed for the “manufacturing and production” and “marketing and sales” pillars. Here, all sustainability targets and actions apply to the entire company. The situation is different with the “procurement” pillar. Some initial targets and actions are already defined for the most important Sunray raw materials. However, full integration will only take place in the Sustainability Strategy 2021–2025.