

SALES

Sales

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Management approach and multi-year objectives

Selling sustainable products is one of the three strategic pillars of our sustainability strategy. The key challenges here are:

- Product safety and sustained high quality
- A high level of customer satisfaction and retention
- Increasing the sales of products with sustainability labels

We offer our wholesale and industrial customers high-quality products based on innovative formulations. We also guarantee Swiss quality, outstanding service and sustainable procurement and production.

Our customer promise is reaping dividends: in 2018 Chocolats Halba/Sunray sold 16,500 tonnes of chocolate products and 46,000 tonnes of other food (excluding sugar trading). We have more than doubled our sales of labelled products since 2014.

OBJECTIVES ACHIEVED IN 2017/2018

Sunray is fully integrated into the "Sales" pillar. The objectives and actions defined in the sustainability strategy therefore apply to Sunray as well as to Chocolats Halba.

Achievement	Objectives	Achieved in 2018	Achieved in 2017	Comments	Action
■■■■■ Objective exceeded	Share of labelled products in total sales: Chocolats Halba: >75% Sunray: >30%	Chocolats Halba: 80% Sunray: 34%	Chocolats Halba: 79% Sunray: 32%		
■■■■■ Objective exceeded	To increase sales of carbon-neutral chocolate products by 30% between 2015 and 2020	+35% CHF 21,045,659	+19% CHF 18,61,429	2015 sales: CHF 15,536,114	
■■■■ Objective achieved	A key sustainability customer will visit our cocoa projects each year	Coop visited the FINCA project in Ecuador.	Alter Eco USA visited the FINCA project in Ecuador		Customer opportunities for project partnerships will be further formalized and promoted.
■■■■ Objective achieved	To secure commitment for a sustainable cocoa sector in at least two relevant industry organizations	Membership of the Swiss Platform for Sustainable Cocoa and the World Cocoa Foundation		We are also co-leader of the climate resilience and biodiversity working group in the Swiss Platform for Sustainable Cocoa.	
■■■■■ Objective exceeded	85% of customers feel valued and treated professionally by us (according to a survey)	89%	Customer survey held every two years	Due to the relocation and merger, the survey was postponed until the beginning of 2019.	

Quality

Knowing where raw materials come from is a basic prerequisite for the high quality of our products. We select producers and producer groups carefully and establish long-term partnership-based collaboration with them. We also support partners in many production countries via farming and processing initiatives. In this way, we are able to influence quality right at the start of our supply chain.

Manufacturing and selling high-quality foodstuffs calls for much experience and expertise at all levels. For this reason, we specifically invest in regular development and training for our staff, thereby enabling us to guarantee high-quality custom-made products for our customers.

Product safety

To make sure our products are safe, we have defined rules and requirements as part of our quality management system that exceed the minimum legal requirements. Guidelines, processes, and the expertise we require from our employees are all precisely defined – from procurement through to sales. All staff receive annual training in product safety, quality management, occupational health and safety, and sustainability. In addition to our general quality management requirements, our quality labels and certifications impose strict conditions on us.

Internal and external audits ensure that we meet our high-quality requirements and continually improve our performance. Chocolats Halba/Sunray is IFS certified, and its chocolate production is additionally FSSC certified. Our quality controls include structured goods receipt inspections, online checks during the manufacturing process, and goods dispatch checks. Additional measures for process control and logging are implemented and are continually being improved.

Labels

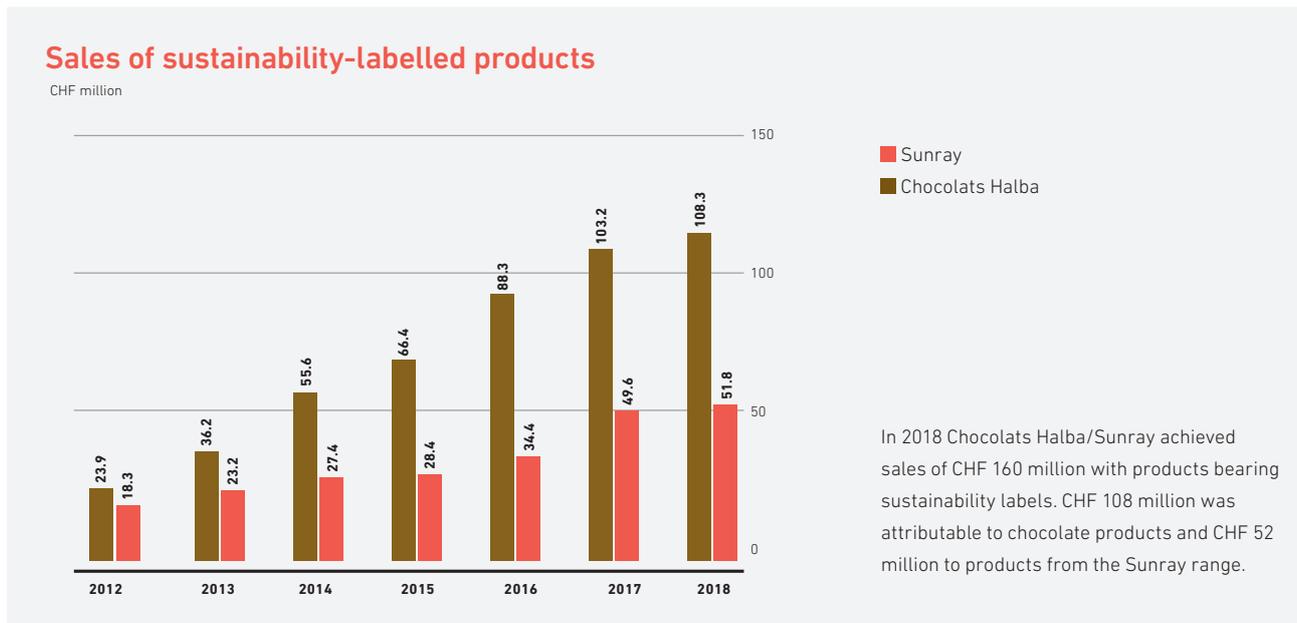
We make use of a wide range of high-profile sustainability labels such as Fairtrade, Utz, organic and Carbon Neutral Product. Over the last four years, we have more than doubled our sales of products bearing at least one such label – to CHF 160 million. In 2018 labelled products accounted for 56% of all our sales (Halba: 80%; Sunray: 34%).

We give our customers the option of labelling their chocolate as a carbon-neutral product. The basis upon which a product is deemed to be carbon-neutral is its carbon footprint. This is calculated by Chocolats Halba/Sunray and then offset in a reforestation project in Peru within our own cocoa value chain. Since 2015, we have increased our sales of carbon-neutral products by 35% to CHF 21 million (2018).

Sales

As well as sustainability certification, we also offer certification in accordance with kosher and vegan standards. In the Jewish faith there are traditional rules regarding the preparation and consumption of food. Food and drink that is permitted for consumption is called “kosher” in Yiddish. We make use of two kosher labels with different certification criteria – Badatz and OU Kosher.

Products that are particularly suitable for vegetarian/vegan diets bear the European Vegetarianism logo (V label). We also prepare gluten-free products in accordance with the requirements of the Swiss “aha!” allergy label.



Customer satisfaction

We witness our customers' satisfaction not just in face-to-face interviews – we also record it systematically. 50 customers took part in our survey at the beginning of 2019. The general customer satisfaction level was 80%. 89% of customers said they felt valued and had been treated professionally by Chocolats Halba/Sunray. A full 90% perceive us to be a company of integrity. The basis for this excellent result is the constant high quality of our products. Equally important are the strong services that we offer our customers: innovation, sustainability and customer service.

Given the strength of the Swiss franc, it requires extraordinary customer focus to hold your own and even grow in a competitive export market. To this end, we put our promise of Swiss quality to the test day in, day out, and keep in constant touch with our partners. As with our suppliers, we also want to maintain long-term stable relationships with our customers. Alongside support with communication materials, we also offer them the chance to accompany us on trips to cocoa-growing countries. They get to know the raw materials and people behind their products, and are able to satisfy themselves of the high quality on the spot.