COOP Denmark
The Super Market: How Coop Denmark led national changes on PFAS

Flame Retardant and PFAS Dilemma
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Green Science Policy, Berkeley

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AGENDA

Coop’s position, policy and important initiatives

Why and how we manage to implement a ban

Concrete examples and networking - PFAS - a fight for more than 6 years
About Coop Danmark A/S

Coop is Denmark’s largest retail enterprise and is owned by its 1.7 million members.

Coop Danmark operates the chains Kvickly, SuperBrugsen, Dagli’Brugsen, LokalBrugsen, Irma, fakta, fakta Q, Coop.dk and Irma.dk.

Together with the independent consumer cooperatives, the organisation has approximately 40,000 employees.

We have a very high focus on responsibility, CSR and social compliance, and work together with our suppliers to meet our requirements.

We have around 4000 products in private labels
Full national coverage

Coop hypermarkets, supermarkets and discount stores cover the entire country.

1100 shops all together
153 years with social responsibility

1897
Production of own products begin

1976
Madpyramiden introduces

2006
200,000 school kids learn to cook

2016
Coops animal welfare brand

2019
New pesticide strategy

1929
FDB’s Central Laboratory opens

1981
Organic food on our shelves

2015
Launch "The Dirty Dusin"

2018
New packaging strategy
Honest products to honest prices

Coop has a long tradition of being a first mover. Coop bans particularly problematic substances that threaten health and the environment before the authorities.

**Why:**

- If legislation is too slow or inadequate. Hazardous chemicals need faster regulation and restriction
- When deep concern for health and/or environment
- To create the greatest possible safety and security for our customers
- PUBLIC RELATIONS: Maintaining a high consumer loyalty.
- High consumer demands in Denmark
- COMMERCIAL: Protecting the Coop brand.
When legislation is inadequate – use of precautionary principle - examples:

1975: MINI RISK: Probably first hypoallergenic brand in the world.
1991: Ban of PVC in all packaging.
1991: Ban of chlorine bleaching of textiles and paper
1994: Ban optical brighteners and EDTA / NTA in laundry detergents
1995: Ban all allergenic preservatives and fragrances.
1997: Irma chain stop the sale of the detergent bleach
2003: Ban of PVC and known phthalates in selected product groups.
2004: First mover: ban all substances in cosmetics and toys that are suspected of being endocrine disruptors.
2005: Ban of the antibacterial agent triclosan, which is used in e.g. toothpaste, deodorants and hand soaps.
2005: Ban of all fragrances in candles, and requirements for soothing test of all burning light.
2008: Ban of all Candidate List Substances from the EU list of specific harmful substances. It is today at 169 environmental hazardous substances.
2009: Ban all harmful phthalates (plasticizers). The list is currently at 18 phthalates.
2010: Ban BPA in baby feeding bottles
2010: No biocides in consumer products
2012: No use of nano particles and micro-plastics in personal care
2014: Coop stops pesticides sold in all stores.
2014: Ban on all fluorinated substances in food contact materials
2014: Ban of the allergenic preservative Methylisothializone (MI) in branded goods and fragrance allergens
2014: Irma to stop selling fabric softeners
2015: Coop stops sales of microwave popcorn due harmful PFAS in packaging.
2015: Coop introduces the world's first PFAS free microwave popcorn.
2015: Ban BPA in thermal paper
2016: Ban BPA: Ånglamark cans are free of the endocrine disruptor Bisphenol A.
2016: All detergents in Coop's own brands are Swan labeled, also discount products.
2016-2017: Ban fluoride in textile, no endocrine disrupting UV filters and MI in branded goods
2019: Ban all PFAS in all cosmetics, including sellers brands
2019: requirements for labelling of toys for chemical ingredients
How? Cooporation and networking

SCIENCE: Direct communication with academic researchers, authorities and scientists resulting in a substantial time saving (sometimes 10-15 years??)

- Early warnings - concerns from scientist and NGO’s
- SIN-list and other official lists
- SVHCs
- Authorities’ reports, dialogue and more
- Criteria for ecolabel and allergy
- Universities
- Cooperation with experts and certified laboratories
- Networking (conferences, membership Chemsec Business group, seminars)

OUR PRODUCT AND QUALITY REQUIREMENTS:

COOP’S BANS AND SPECIAL REQUIREMENTS ARE STATED IN THE TRADE AGREEMENTS. APPLIES TO ALL COOP’S OWN BRANDS.

COUNTS MORE THAN 100 SPECIFIC REQUIREMENTS ABOVE LEGISLATION
### HOW: Coop product quality requirements (PQR)

<table>
<thead>
<tr>
<th>Today:</th>
<th>Nordic procedure (Nordic Coops, Finland, Norway, Sweden and Denmark)</th>
<th>One big round for update every second year</th>
<th>Aim for highest possible Nordic harmonization</th>
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<tbody>
<tr>
<td>Before a ban can be accepted:</td>
<td>Strong arguments why higher requirements are needed.</td>
<td>Clear clarifications for consequences (prices, limits number of suppliers?, possible safe substitution, impact quality??)</td>
<td>Document real business case</td>
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<tr>
<td>Prices still counts!!</td>
<td>After:</td>
<td>How to maintain the ban (control)</td>
<td>Secure safe substitution</td>
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Coop's chemical Strategy

- Polluting washing detergents
- Pesticides
- Cleaning products with chlorine and cationic surfactants
- Triclosan
- Allergenic scented substances and preservatives
- REACH and the Candidate List (SVHC)
- MI Methyisothiazolinone
- Fluorinated compounds (PFC)
- Substances in cosmetics under suspicion for endocrine disruption effects (EDC)
- PVC and phthalates
- Chemicals in textiles
Special case: PFC’s 6 years of fighting for a needed regulation.

When it started:
2014: Helsingor Statement

- Affect growth, learning, and behavior of infants and older children
- Lower a woman's chance of getting pregnant
- Interfere with the body's natural hormones
- Increase cholesterol levels
- Affect the immune system
- Increase the risk of cancer
- Low birth weight, endocrine disruption effects, diabetes

SCARY - CALLS FOR ACTIONS!!
Discussions and research with experts began in 2014

DTU (Xenia Trier)
Senior scientist Phillippe Grandjean and more
Reading scientific reports

Then Danish Television....

• Leading experts in the world stated that the TDI level is 100-1000 too high (in 2014!!)

• Children particularly vulnerable

• We realized urgent action was needed !!!

• The concern was so deep and serious and the scientific proofs more than enough

• Ban was adopted overnight !!!
Coops ban of all PFAS

**September 2014:** Coop bans the use of PFAS in all private label products.

The ban covers products:
- Textiles and footwear (2016)
- Cosmetics (2019)
- Home textiles (2016)
- Food packaging (2015)
- Packaging for fast food and fresh bread (2015)

The final product to phase out was Microwave Popcorn which concluded the whole process in May 2015 – sales stop:
Business case was fortunately acceptable – and easier over time

When adopting the ban, we did not know the commercial impact. But the information's was so strong and scary, not a big deal to convince the commercial part to follow the ban:

• Paper - mechanical treatment - no other chemicals - Nordic Swan

• Textile: Bionic Finish (not more expensive)

• Cosmetics - full ban, but very expensive... NOT all Brand owner were willing to cooperate....

• Furniture and home textile - no coating

• Test analysis was developed over time. Now we test for total PFAS
Ban all PFAS in all cosmetics – including sellers brands

March 2019:
Covers foundations, male-up, mascara, night cream, day cream.
In September 2017 we launch our most ambitious campaign ever for chemicals.

We have made a draft for a DK Resolution for ban of PFAS and all bisphenols!

Help from scientists all over the world!

The biggest human experiment is running!
A extreme success for SoMe, consumer support and visibility, collection of signature’s for a safer regulation

Our campaign has won several digital prices!
Coop’s action did have an positive impact on Danish government chemical strategy

After our campaign for a new legislation and ban for PFAS and bisphenols a new 4 years chemical agreement was adopted.

Several key points and actions were addressed in the ”Political Agreement on new joint chemicals initiatives 2018-21”

Coop received a letter from the Minister because our input helped DK to adopt an ambitious strategy.
Washington State adopted a ban after intense debate and pressure from NGO´s
December 2018 – dramatically lowered TDI !! All warnings and worries came true....

The European Food Safety Agency (EFSA) recommended lowering the tolerated weekly exposure by a factor of 1,750 for PFOA and a factor of 80 for (PFOS)!!

The dramatic reduction of the threshold limit values calls for action.

September 2019: Very positive that the Danish Minister for Environment and Food are working on a Danish ban on all PFAS in food contact materials for paper and board.

Indicator value/limit: measured level of organic fluorine (TOF) in the food packaging paper or carton based food contact material is below 10 ug TOF/dm2.
Moving forward - All non-essential use of PFASs should be banned

Clear and “easy” policy:

All non-essential use of PFASs should be discontinued.

Coop therefore supports the world's leading researchers in defining the term “essential use”. Consequently, continued use of PFASs must meet the following criteria to be considered “essential”:

• needed to ensure health and life protection
• deemed critical to the functioning of society
• when there are no technically and economically feasible alternatives acceptable from an environmental and health perspective.

If one or more of these criteria are not met, the use of that PFAS cannot be considered essential!

https://coop.dk/godkemi/media/1172/pfas-coops-scope-and-ban.pdf

Source: Zurich Policy meeting 2017
https://ehp.niehs.nih.gov/doi/10.1289/ehp4158
A clear definition of PFAS ban is important

We follow the PFAS terminology from OECD:

The current terminology for PFAS is illustrated, as described by the OECD and other related recent publications the past decade. The general term “perfluoroalkyl(ated) substance”, with the acronym PFAS.

**PFAS are:**

- either linear or branched chemicals that contain one or more perfluoroalkyl moieties,
- \(-\text{C}_n\text{F}_{2n+1}\) or cyclic and/or ethers, that additionally include the generic perfluoro moiety formula \(\text{C}_n\text{F}_{2n}\).
- any chemical that is addressed by name as ---perfluoro---

**Find our document here:**
https://coop.dk/godkemi/media/1172/pfas-coops-scope-and-ban.pdf

**Author:** Stefan Posner
Sagen forfra: Coop og landbruget i åben krig om kemikalierne i vores hverdag

Coop smider kemikalier på portalen

Supermarkedskæde går i krig mod skadelige stoffer - tusinder allerede

Landbruger raser over forson i Samvirke

Coop fjerner mikroovns-popcorn fra hylde

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Coop smider kemikalier på portalen

Coop trækker alle fidget spinner tilbage efter dumpet kemi-test

Supermarkedskæde går i krig mod skadelige stoffer - tusinder allerede

Landbruger raser over forson i Samvirke

Coop fjerner mikroovns-popcorn fra hylde

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Coop fjerner mikroovns-popcorn fra hylde
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