

“ACT FOR FOOD” – about

Welcome to "Act for Food", Carrefour's website detailing its concrete initiatives for getting people to eat better.

Our eating habits are changing. And this is having a bearing on our production, supply and distribution methods – and all this against the backdrop of the digital transformation.

The emphasis nowadays is on developing organic, local, fresh products... and on preserving the planet's biodiversity and encouraging people to adopt more responsible practices to ensure a sustainable planet.

Eating better is everybody's business. Producers, manufacturers, distributors, elected representatives, charities, NGOs and consumers – we all have the power to take action and change things.

In this particular fight, the distributors have to be in the frontline. That's what Carrefour is doing with "Carrefour 2022" – an ambitious transformation plan. With one key aim: to become the world leader in the food transition for everyone.

By initiating, supporting and then stepping up the movement to catalyse the food transition for everyone, Carrefour will be a game changer. It will get things moving and then take the whole market with it – everyone from the producers, processors, manufacturers and distributors through to the consumers.

What we are doing to serve this wide-ranging transformative aim is detailed and put in perspective on this website.

Its content is organised into four sections:

- "Our actions" provides details of what Carrefour is currently doing to get people to eat better
- "Why take action?" provides readers with an understanding, via an in-depth editorial "Broadview" format, of the issues associated with the food transition for individuals, society and the planet
- "Let's take action together" lists Carrefour's new ideas that visitors will get to vote for in order to decide on the next initiatives to implement
- "Our commitment" summarises what guides Carrefour's action every day, helping it to meet its objectives

This website is open to external contributions and to expert testimonies – to people with points of view that may sometimes be different. Because the food transition is for everyone.