



BRITISH **RETAIL** CONSORTIUM  
for successful and responsible retailing



# Building Stronger Retail Relationships

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## Why Bother

- Secures high quality sustainable supply
- Delivers key supply chain goals on environment and sustainability
- Meets consumer demand



## Sector Influence

- Brand values deliver in thousands of products
- Dedicated chains delivering specific improvement
  - country of origin
  - support for AFS
  - comparable standards e.g. eggs
- Dedicated chains delivering specific improvement



## Improving Supply Chains

- Tackling risks to ensure resilient supply
- Close working with suppliers and supporting change
- Meeting customers demand and expectations of brand values
- Direct action to reduce carbon and water



## Assessing Risks and Identifying Solutions

- Sponsoring research to establish baselines and find practical solutions
- Carbon
  - Footprinting
  - Identifying efficiencies and improvements
- Welfare – analysis and improvement of current systems



# Assessing Risks and Identifying Solutions

- Water – footprinting and reduction
- Biodiversity
- Waste – reduction and management



# Dissemination

- Producer groups
- Working with colleges
- Demonstrations



## Rewarding Farmers

- Improving efficiency
- Supply contracts
- Premium payments



# Supply Chain Relations

- Key to successful retailing
- GSCOP introduced Feb 2010
- Covers top 10 retailers
- Embedded in supply chain and working well
- Adjudicator concerns based on unnecessary burdens
- European Supply chain B2B principles
- BRC Better Retailing Climate published 31/01/12