

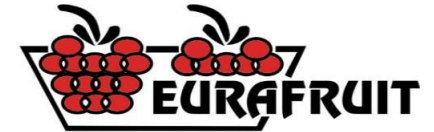
Are shorter supply chains really benefitting farmers?

Laurence Olins



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“Every company or process that relates to a product on its journey from seed to shelf”





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THE PHYSICAL LINKS

- The delivery of produce direct from farm to RDC
- The harvesting of produce by mobile packing rigs





THE PHYSICAL LINKS

- Packing into retail packs at source
- The use of retailer vehicles to backhaul from farm to depot
- The use of Cross Docking – delivery to one RDC for onward delivery internally
- Delivery to local stores or depots by farmers own transport





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SUPPLY CHAIN MANAGEMENT TYPES

- Management by Retail
- Management by Intermediary
- Joint Management

Management by Retailer



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Management by Intermediary



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SERVICES FOR THE PRODUCER

- Marketing of the whole of the grower's crop to best advantage
- Pre-season advances, Long term loans , payment of shipping costs from overseas
- Consumer insight data relating to the whole marketplace
- Out of season use of a farmer's facilities such as packhouse and coolstores
- Back office services such as invoicing, credit control, debit note and query solutions
- Access to unique varieties and branded products owned and bred by the marketer
- Continuity of personnel and service
- An opportunity to invest in joint ventures either breeding, growing or marketing

SERVICES FOR THE RETAILER

- Continuity of supply twelve months of the year
- Category management and long term business planning
- Analysis of consumer insight data
- Provision of supplier personnel
- Full technical support and product traceability
- New product development

Joint Management



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Thank you for your attention.



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