

BUSINESS: So who's big bad wolf? - Not Sainsbury's say 1,000 farmers

Walsh, Howard . Farmers Guardian ; London (Oct 29, 2010): 12.

[ProQuest document link](#)

ABSTRACT

"We've made great progress in tackling some of these issues with our agricultural supply chain, especially through our development groups. We must now develop even closer working relationships with our farmers, growers and suppliers if we are to achieve a sustainable future that's better for all."

FULL TEXT

* More investment in development groups

By Howard Walsh

THE 1,000 farmers who were invited were existing suppliers closely involved with Sainsbury's dedicated development groups.

The message from all the producers we spoke to was - 'many farmers who view supermarkets as the big bad wolf have got it wrong'.

Arguably, they might say that. But they were all part of a unique gathering at Stoneleigh last week to hear the supermarket pledge a further pounds 40 million of investment into the development groups over the next three years.

That is on top of the pounds 21 million already put in and which, many of the farmers said, had brought them quantifiable benefits, which should be viewed alongside 'price' and a guaranteed market for their produce meeting the retailers required specification.

The 'Farming for the Future' conference was hailed as a first for a retailer in bringing that number of producers together at one time. And its status was acknowledged by Agriculture Minister Jim Paice and NFU deputy president Meurig Raymond.

Sainsbury's message was clear - it wants a closer relationship with its producers; it wants more of them to become involved with the development groups and it wants to see suppliers' businesses in profit and sustainable.

"The most important thing is financial sustainability. Successful businesses are the ones most able to invest and make a difference," said Sainsbury's chief executive Justin King.

Resilient

"Creating and maintaining supply chains that are resilient in the face of challenges such as climate change and food security will be crucial in the years ahead.

"We've made great progress in tackling some of these issues with our agricultural supply chain, especially through our development groups. We must now develop even closer working relationships with our farmers, growers and suppliers if we are to achieve a sustainable future that's better for all."

Mr King, who claimed his company was 'significantly ahead' of its competitors, spoke of a planned 8 per cent growth in shelf space this year. Like-for-like sales over the past five years had shown 25 per cent growth - largely volume growth and not inflation driven.

Mr King also pledged: "We absolutely expect to lead the pack on [stocking] British. We will celebrate it whenever we

can."

Director of brand Judith Batchelar said the company's key agricultural supply chains represented the majority of the turnover in food.

Highlighting the achievements of the flagship, and now 343-producer-strong, Sainsbury's Dairy Development Group (SDDG), she said producers had benefited to the tune of pounds 5,000 in farm profitability per year from their involvement. Consequently the principles of the SDDG were being rolled out across all other sector development groups and the new crop sustainability groups.

"We have open and transparent relationships and we want to build the most sustainable and efficient supplier groups," she said.

Sainsbury's facts
Each year Sainsbury's currently sources:
* 260,000 beef cattle
* 2 million lambs
* 119 million chickens
* 600 million eggs
* 483 million litres of milk
* 260,000 tonnes potatoes
* 23,400 tonnes tomatoes
* 15,600 tonnes broccoli (39 million heads of broccoli)

DETAILS

Publication title:	Farmers Guardian; London
First page:	12
Publication year:	2010
Publication date:	Oct 29, 2010
Dateline:	GB United Kingdom, EU
Publisher:	Briefing Media Ltd.
Place of publication:	London

Country of publication: United Kingdom, London

Publication subject: Agriculture

ISSN: 00148423

Source type: Trade Journals

Language of publication: English

Document type: News

ProQuest document ID: 761279821

Document URL: <https://search.proquest.com/docview/761279821?accountid=28844>

Copyright: (Copyright : 2010 CMP Information Ltd.)

Last updated: 2012-11-02

Database: ProQuest Central

LINKS

[Linking Service](#)

Bibliography

Citation style: APA 6th - American Psychological Association, 6th Edition

Walsh, H. (2010). BUSINESS: So who's big bad wolf? - not sainsbury's say 1,000 farmers. Farmers Guardian, , 12.
Retrieved from <https://search.proquest.com/docview/761279821?accountid=28844>

Database copyright © 2020 ProQuest LLC. All rights reserved.

[Terms and Conditions](#) [Contact ProQuest](#)