

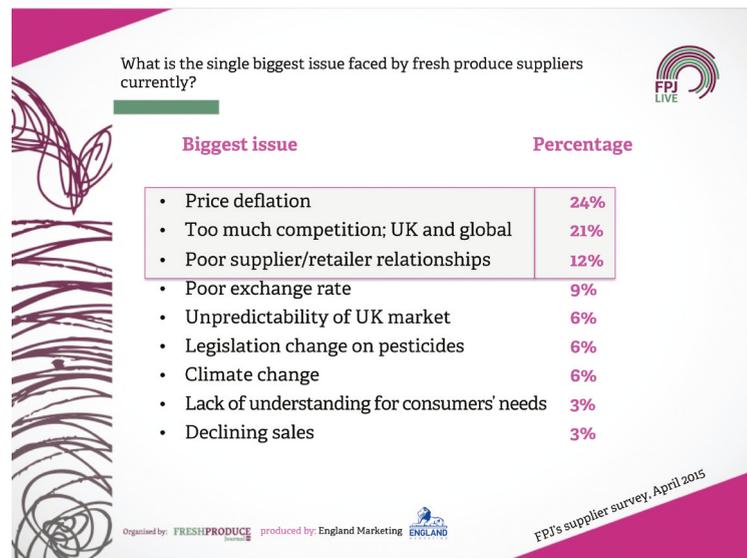
What do suppliers really think?

At the UK Fruit & Vegetable Congress last week, FPJ revealed the results of exclusive England Marketing research into leading suppliers' attitudes, with some eyebrow-raising results

BIG ISSUES

What is the single biggest issue faced by fresh produce suppliers currently?

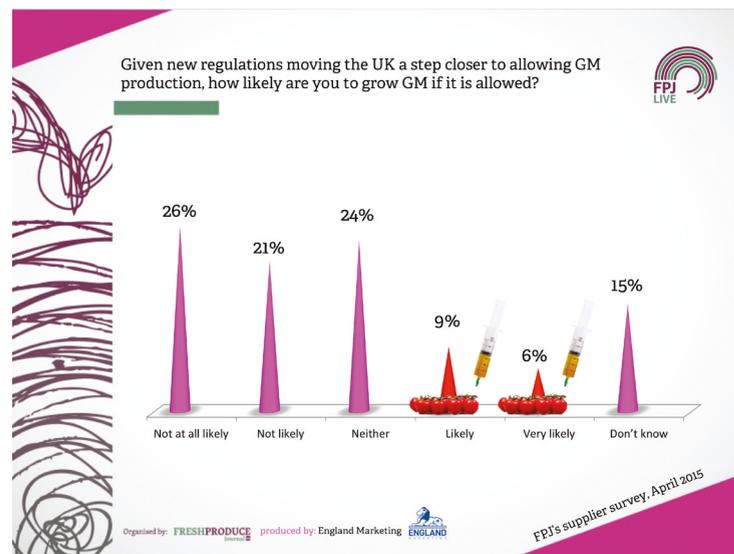
Price deflation, too much competition and poor supplier-retailer relationships were among the top causes for concern among suppliers, while others cited pesticide legislation and poor exchange rates.



WOULD YOU GROW GM?

Given new regulations moving the UK a step closer to allowing GM production, how likely are you to grow GM if it is allowed?

Only 15 per cent of respondents felt that they are likely or very likely to grow GM if allowed. 47 per cent were against the idea and were not or not at all likely to grow GM.



SUPERMARKET RELATIONS

How close are you to having a genuine collaboration with the supermarkets?

Some 70 per cent of respondents felt they were close or very close to having a genuine collaboration with the supermarkets compared to 36 per cent who felt they were not or not at all close.

Some respondents gave more than one answer as they felt they have different levels of collaboration with different supermarkets.

The supermarkets respondents felt they were closest to genuine collaboration with were M&S and Waitrose, and those they felt least close to genuine collaboration with were Morrisons and Sainsbury's.

What could retailers do to support the UK fresh produce industry more?

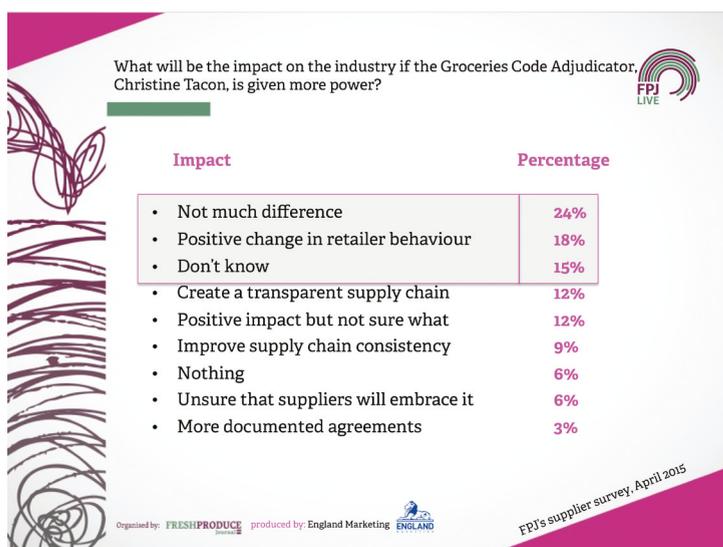
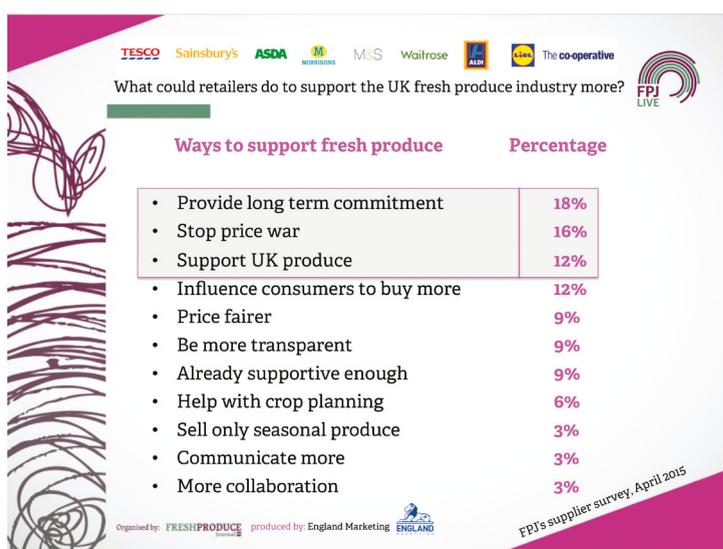
Respondents felt that the best ways to support the UK fresh produce industry more were mainly by providing long-term commitments (18 per cent), stopping the current price wars (16 per cent), supporting UK produce more than they currently are (12 per cent) and by influencing consumers to buy more through advertising (12 per cent).

How have negotiations with the supermarkets changed over the last five years?

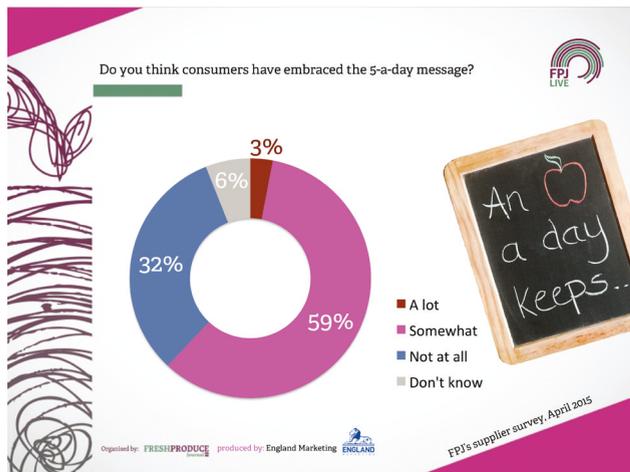
The majority of respondents (65 per cent) felt that negotiations with supermarkets have become tougher over the last five years. 24 per cent felt there has been no change and 12 per cent did not know.

What will be the impact on the industry from the increase of power given to the role of Groceries Code Adjudicator, Christine Tacon?

Not many respondents could give a definitive answer to this question - five per cent did not know what impact Christine Tacon would have, 24 per cent felt that she would not make much difference and 12 per cent felt she would make a positive impact but did not know what. >>



Apply more funding for marketing campaigns to get people to understand the importance of the message



CONSUMERS

Do you think consumers have embraced the 5 A DAY message?

The majority of respondents (59 per cent) felt that consumers had only somewhat embraced the 5 A DAY message. Some 32 per cent felt that consumers had not embraced the message at all. Only three per cent of respondents felt that the message had been embraced a lot.

What do you think the industry/supply chain could do to improve the message?

The way respondents feel the industry could improve the message of 5 A DAY would be through increasing advertising (38 per cent), providing quality produce (15 per cent) and through providing clear and non-deceiving packaging (15 per cent).

What do you think the government could do to improve the message?

Respondents felt that the best way that government could improve the message of 5 A DAY would be through educating at school level (26 per cent), increasing marketing and advertising (24 per cent) and by undertaking fresh produce-related health campaigns (24 per cent).



ENGLAND MARKETING

This survey was conducted for FPJ Live by England Marketing, who surveyed many of the leading suppliers in the UK fresh produce industry.

For more information on the full report or methodology, or to commission a survey of your own, contact England Marketing on 01487 822320 or email jan@englandmarketing.co.uk.