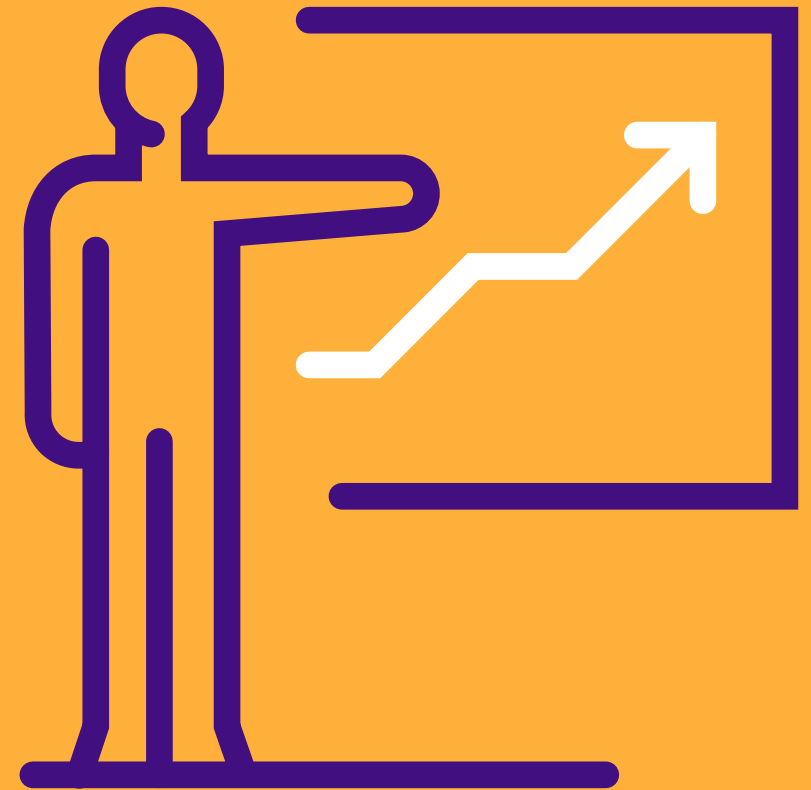


How to improve risk, reward and resilience in the supply chain

January 2025 Ged Futter



Change is needed

the **retail mind**

“

The risk v reward is now out of kilter, more farmers are asking, is it worth doing?

”

Is the UK Food Supply Chain Broken?

Retailers are not solely responsible...

the **retail mind**

“

Retailers are often lambasted as being the sole cause of all ills in the sector, this is a gross distortion of the truth. As one grower said, ‘We wouldn’t have a business if it wasn’t for the multiple retailers, we just want to engage in the right way’.

”

Is the UK Food Supply Chain Broken?

“

the agricultural sector has been ‘last man standing’. In numerous interviews I heard that the approach of some is that ‘if I wait long enough, another one of my competitors will have disappeared and run out of track’.

”

Buyers are trained to do this....

the **retail mind**

“

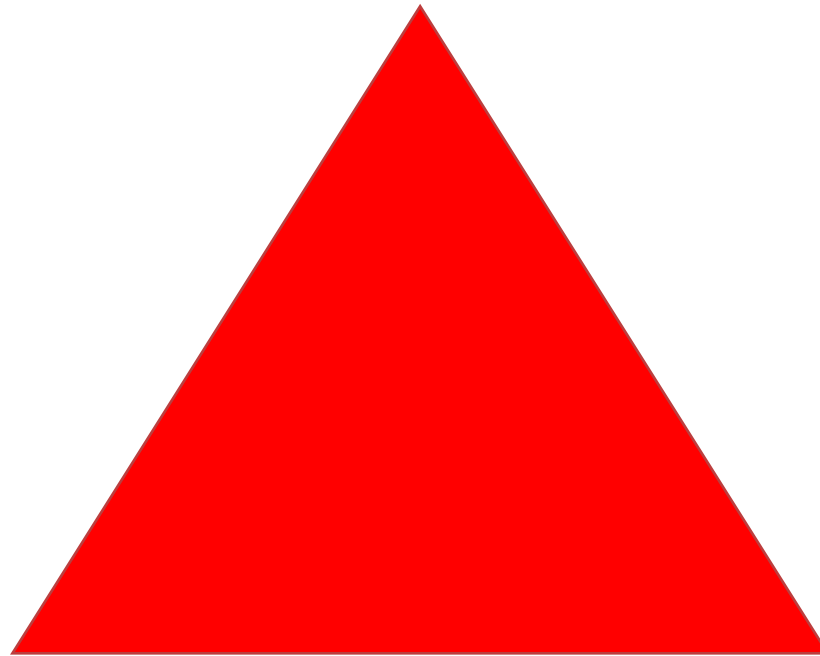
the focus on price by buyers is relentless, all to try and reduce the impact of the cost-of-living crisis.

”



Is the UK Food Supply Chain Broken?

Long term contracts with
100% availability



The tightest
specifications

The lowest price in
the market



“

the further you move away from the UK the lower those standards can become and the bigger the food safety risk as well as the food security risk.

”

How do you say 'no'?

the **retail** mind

LEARNING TO SAY

N O

RETAIL

**FOOD
SERVICE**

**YOUR
BRAND**

EXPORT



“

There is a belief from UK retailers that there is a sea of plenty out there and if they lose a UK grower, they can just replace it with an import.

”

“

we warned 10 months ago that producers would pause or halt production if they weren't paid a fair price for their product, and that the knock-on effect would be fewer hens and fewer eggs.

”

Scotland is already a leading Exporter

the **retail mind**



£6.2bn

£578m



Marketplace or Global Market?

the **retail** mind



What does Scotland have?

the **retail mind**



90% of UK's surface
freshwater

1574ml



You have the brand.....

the **retail** mind



The Power is in this room

the **retail mind**



What will you choose?

the **retail** mind



THE FUTURE IS EXCITING.....



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