



Together for good trading practices

## Background information

### **Who are we?**

The Supply Chain Initiative is a joint initiative launched by 7 EU level associations with the aim to increase fairness in commercial relations along the food supply chain.

The 7 EU level associations involved in this Initiative represent the food and drink industry (FoodDrinkEurope), the branded goods manufacturers (AIM), the retail sector (the European Retail Round Table (ERRT), EuroCommerce, EuroCoop and UGAL), and agricultural traders (CELCAA).

### **Why such an Initiative?**

The purpose of the Initiative is to promote fair business practices in the food supply chain as a basis for commercial dealings. It aims to generate a culture change through a commitment of signatories to fair trading practices coupled with measures aimed at integrating those principles into company day to day operations and control their application.

The Principles of good practice provide a framework for doing business that respects contractual freedom and ensures competitiveness, trust and continuity, all required for business development, innovation and the three pillars of sustainability (economic, social and environmental). Ultimately these will benefit consumers and society at large. This approach is complementary to the development of ECR good practices designed to optimize the entire value chain to fulfil consumer wishes better, faster and at less cost. The Initiative also aims to ensure that companies address disputes in a fair and transparent manner whilst reassuring the complainant that it will not suffer from retaliation.

### **What is the Initiative?**

The outcomes of the multi-stakeholder dialogue are attached in the form of a set of Principles of good practice and a list of examples of unfair and fair practices in vertical trading relationships adopted in November 2011. These outcomes demonstrate i) a recognition that unfair commercial practices may occur throughout the whole food supply chain and ii) stakeholder willingness to address those practices in a consensual and effective way.

In January 2013, the members of the multi-stakeholder dialogue have agreed on a voluntary Framework to implement the Principles of good practices. As part of this Framework, the members encourage all companies involved in the food supply chain to join the voluntary initiative and commit to implement the Principles.

### **What is the official launch?**

On 16<sup>th</sup> September, AIM, CELCAA, ERRT, EuroCommerce, EuroCoop, FoodDrinkEurope and UGAL will officially launch the initiative. At this special occasion, the names of the signatory companies will be revealed and a dedicated website will be open.

## Contacts

<b>Name</b>	<b>Title</b>	<b>Organisation</b>
Feller, Roxane (co-chair/industry)	Director Economic Affairs	FoodDrinkEurope
Gouveia, Rodrigo (co-chair/retail)	Secretary-General	Euro Coop – European Community of Consumer Co-operatives
Frewen, Mella	Director General	FoodDrinkEurope
Galaski, Alain	Director General	AIM – European Brands Association
González Alemán, Horacio	Director General	FIAB – Spanish Federation of Food and Drink Industry
Groen, Else	Director General	UGAL - Union of Groups of Independent Retailers of Europe
Kelly, Paul	Director	FDII – Food and Drink Industry of Ireland
Kredler, Dennis	Director General	ERRT – European Retail Round Table
Mériaux, Jean-Luc	Secretary-General	UECBV – European Livestock and Meat Trading Union
Verschueren, Christian	Director General	EuroCommerce

Secretariat: Jessica Imbert, Project Manager, +32 2 285 00 78

## Website

[www.supplychaininitiative.eu](http://www.supplychaininitiative.eu)