

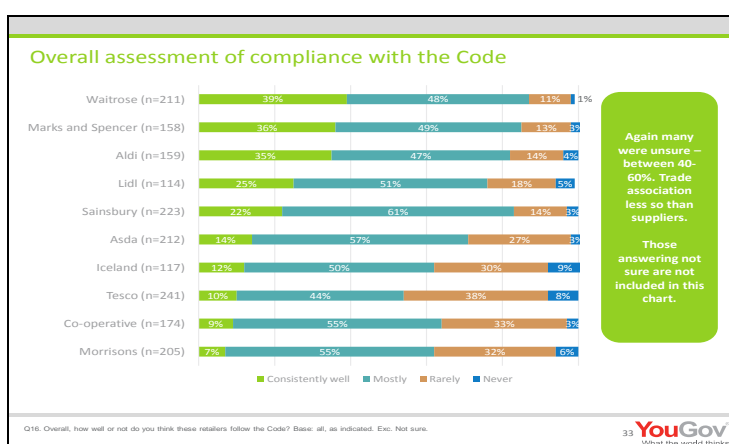
Responding to the YouGov Survey

The YouGov survey results, both qualitative and quantitative, provide the GCA with industry views across a number of areas that will become the benchmark against which to chart the GCA's progress and impact in future years.



We presented the main results at the inaugural conference on 23rd June. Some results we wanted to consider in more detail and the GCA has decided to share the views of suppliers on the relative performance of the large retailers.

We are conscious that these responses simply represent respondents' impressions of the relative performance of retailers. Nonetheless they closely mirror feedback provided to the GCA in the past year directly by suppliers and others. And so here is how the retailers were ranked by those who responded to this question in the survey:



Actions

The GCA has focused on the key issues identified which directly relate to the GCA. The main issues identified in this way are:

- Achieving deeper engagement with suppliers and their representative bodies
- Improving the response rate and depth of responses in the 2015 survey
- Building greater understanding of how the GCA can ensure fairness in the groceries supply chain
- Tackling the “fear of retribution” and lack of confidence that the GCA can do anything – both cited by direct suppliers as reasons for not bringing issues to the GCA
- Drawing up ways of measuring progress and GCA success.

An action plan is now in place and the GCA is busy implementing it. We are planning a follow-up survey of those who agreed to continue to provide feedback to the GCA. This will cover the issues raised on retailer practice and how the GCA can instil confidence in suppliers.

These is on top of the continuing work to tackle the practices which may be in breach of the Code faced by suppliers

It will be for retailers to decide what action each wishes to take in response. We are delighted that Aldi is already responding to issues like suppliers' lack of awareness of *supply agreements*. We hope others will consider taking appropriate actions as a result of the feedback.