



GCA - Annual Survey 2018

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The 2018 survey

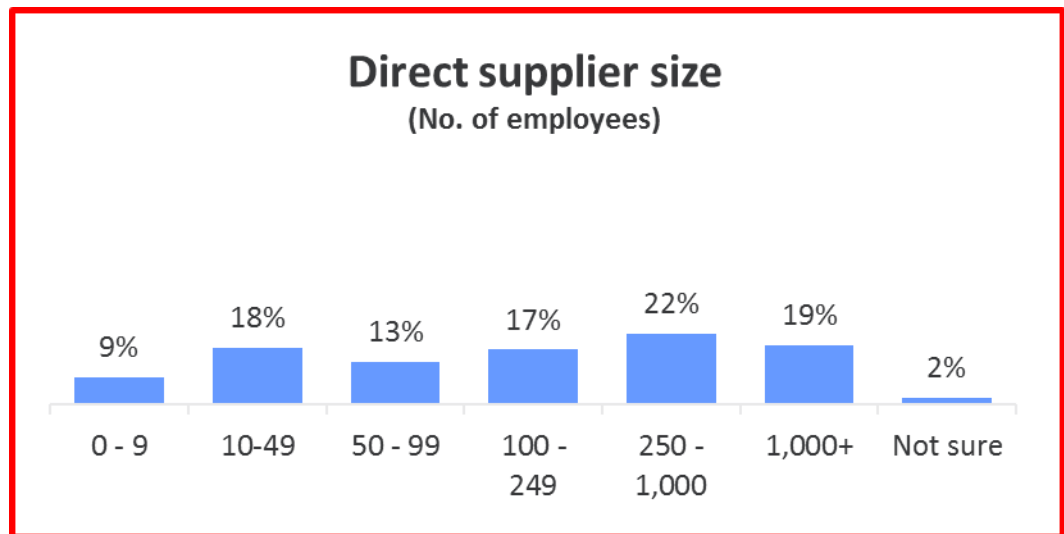
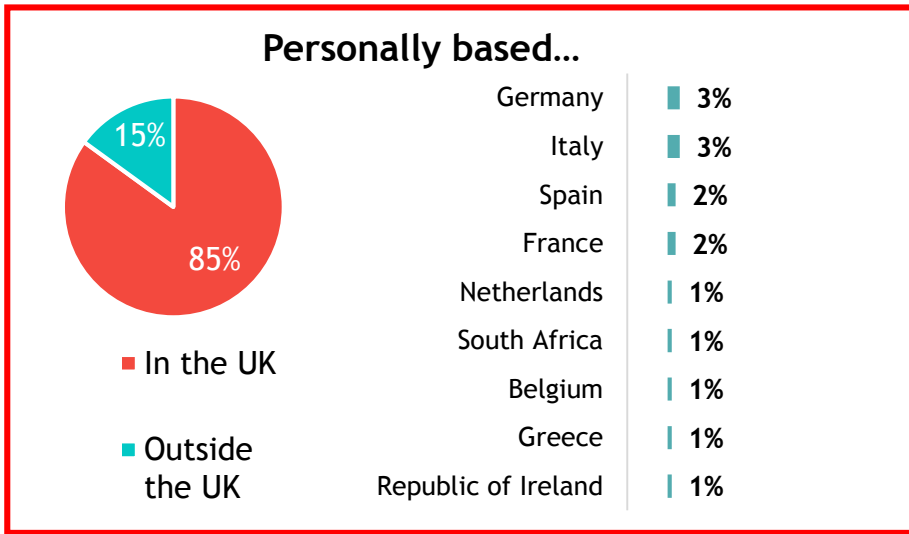
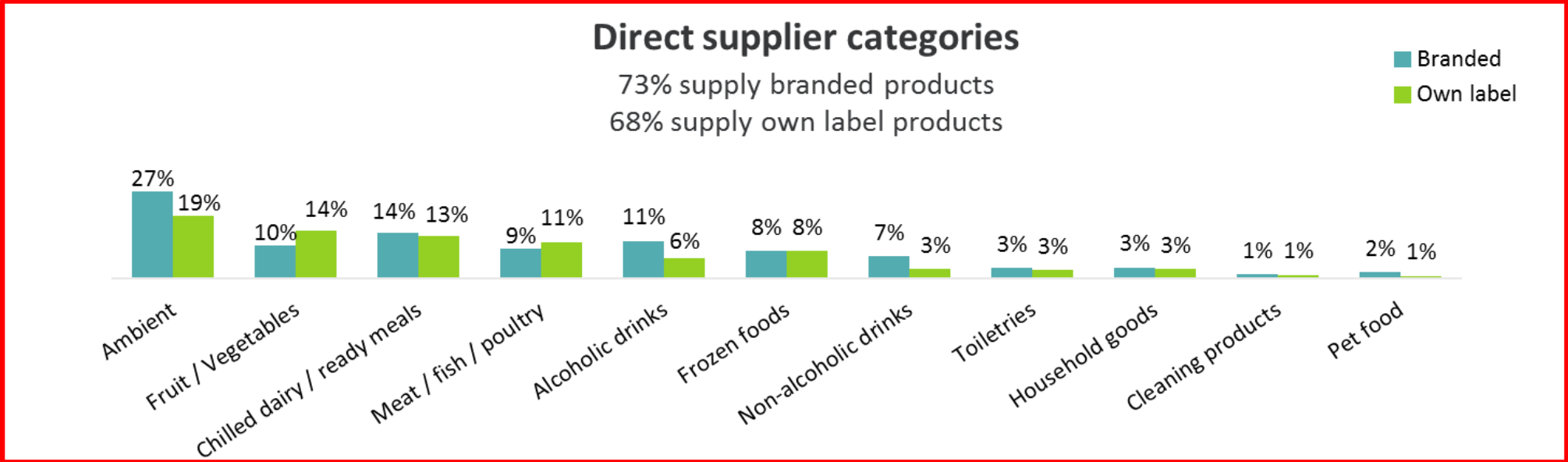


Survey details

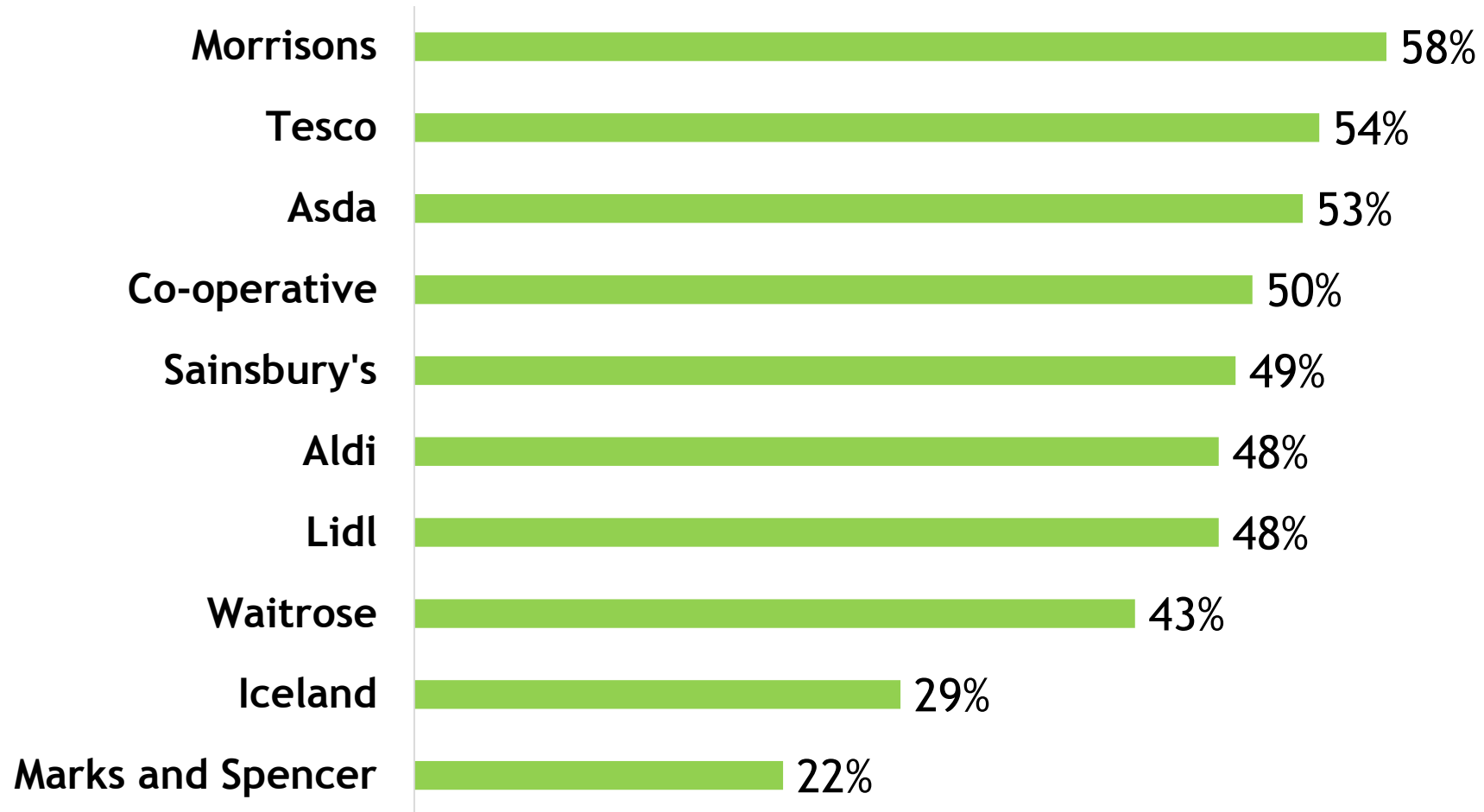


Live in March and April 2018

Who took part?



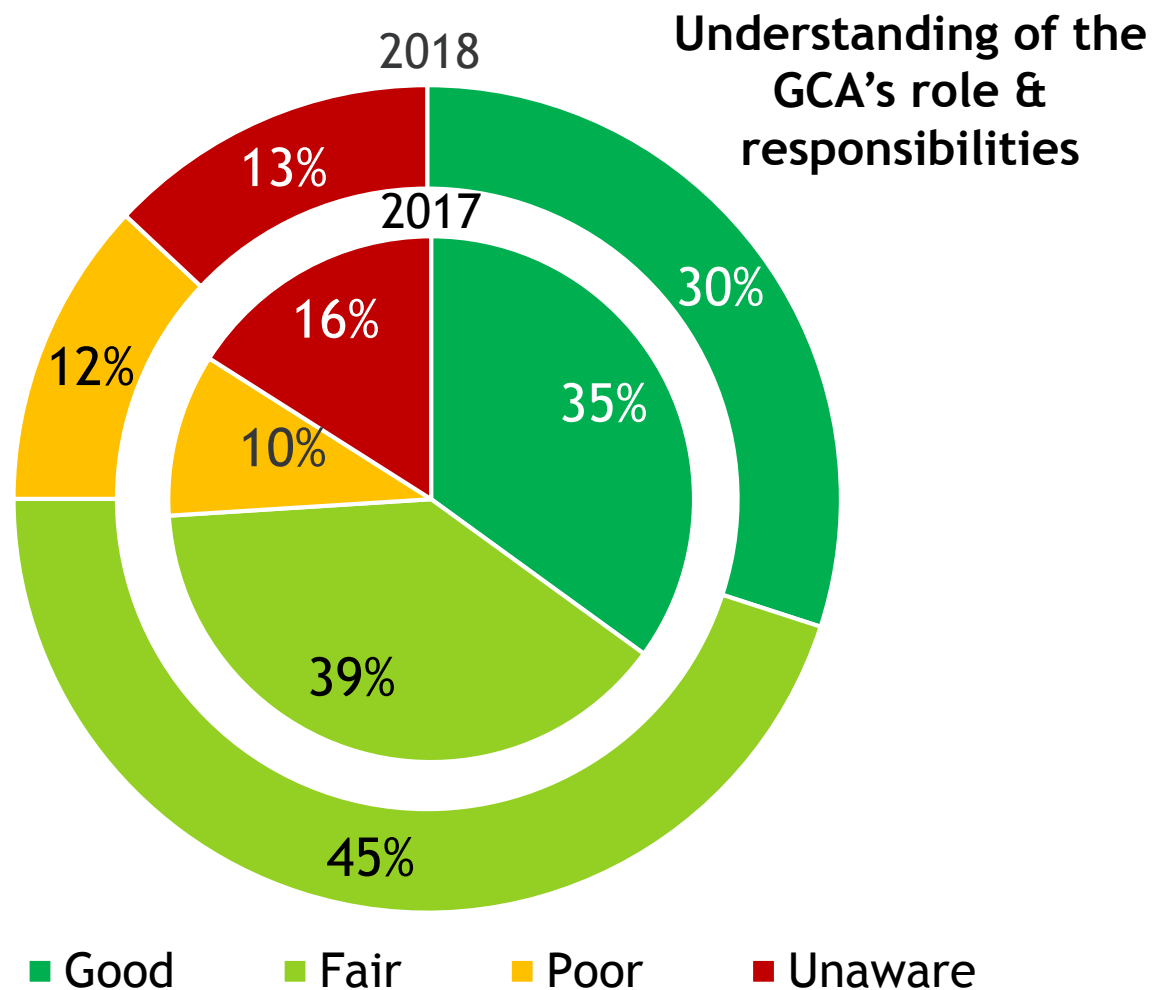
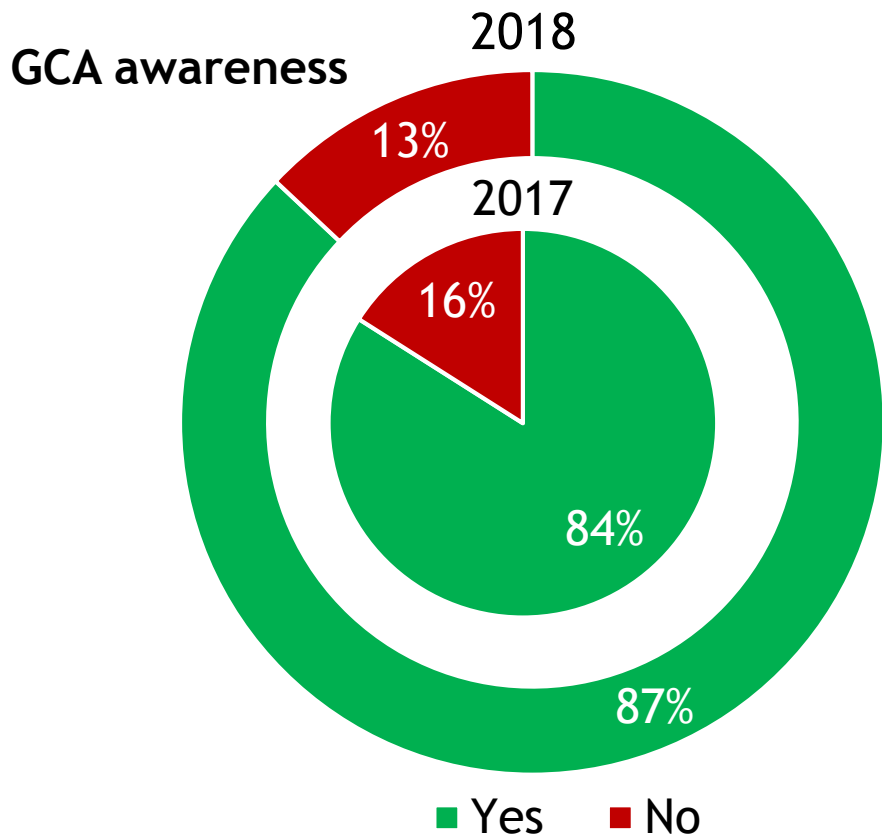
Which retailers supplied?



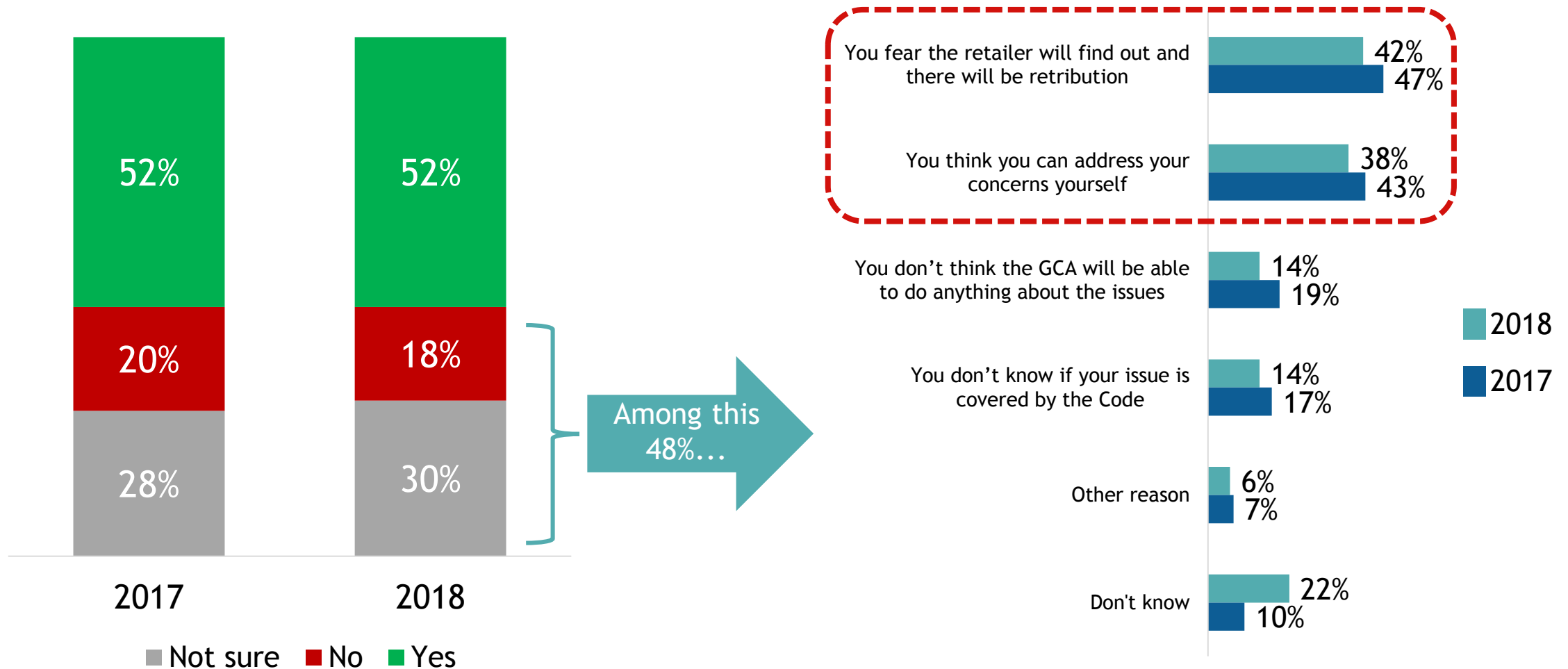
Awareness of the Code and GCA



Awareness & understanding of the GCA's role and responsibilities



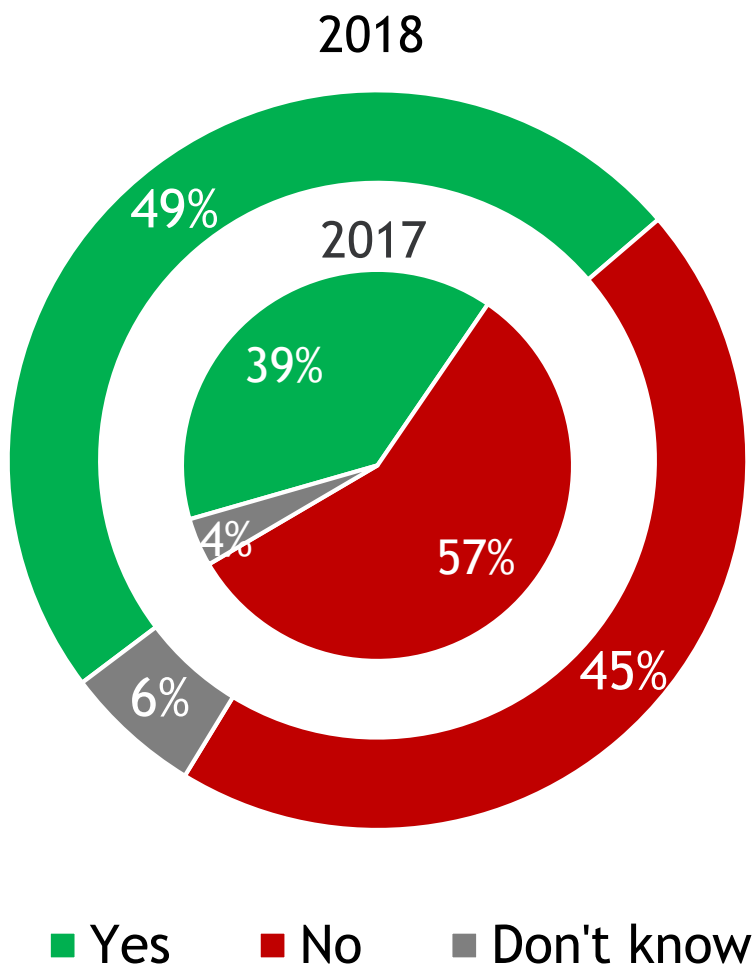
Why suppliers wouldn't/ aren't sure whether they would consider raising issues with the GCA



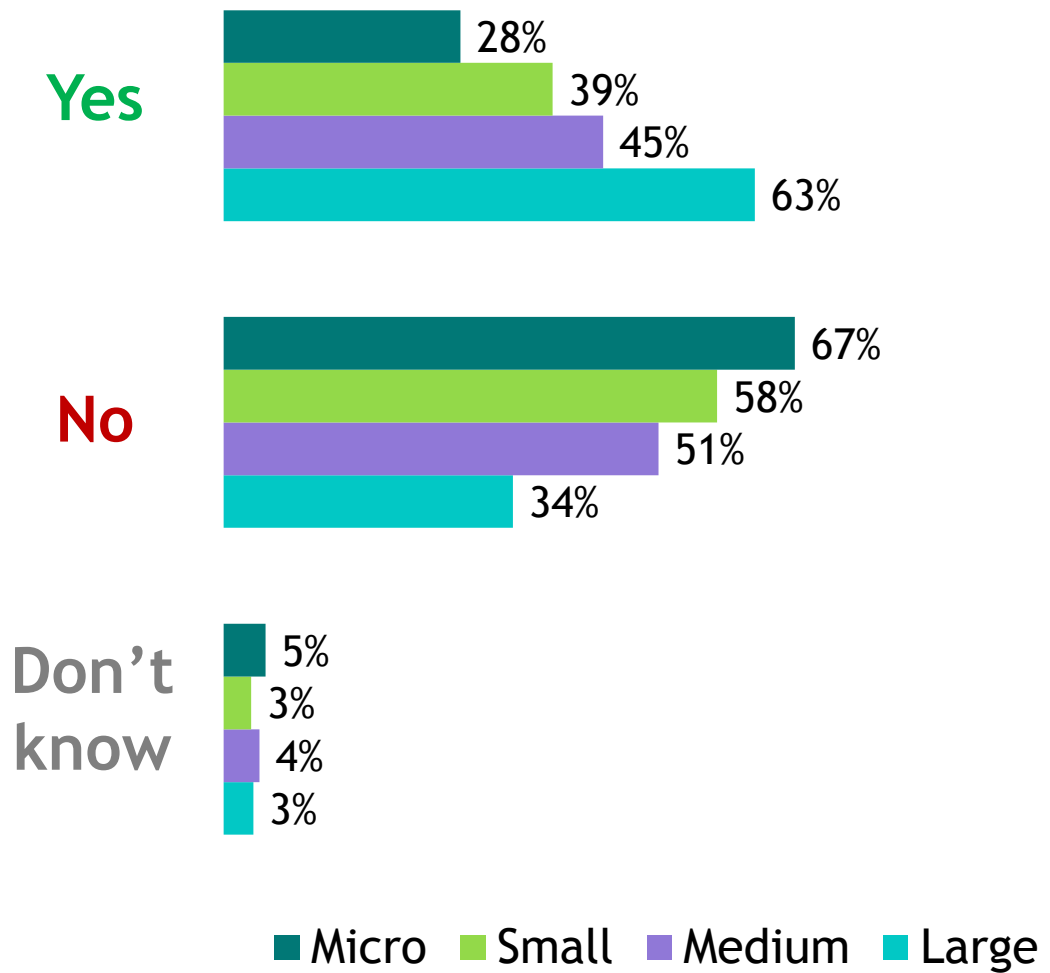
Training on the Code



Have you received any training on the Code?



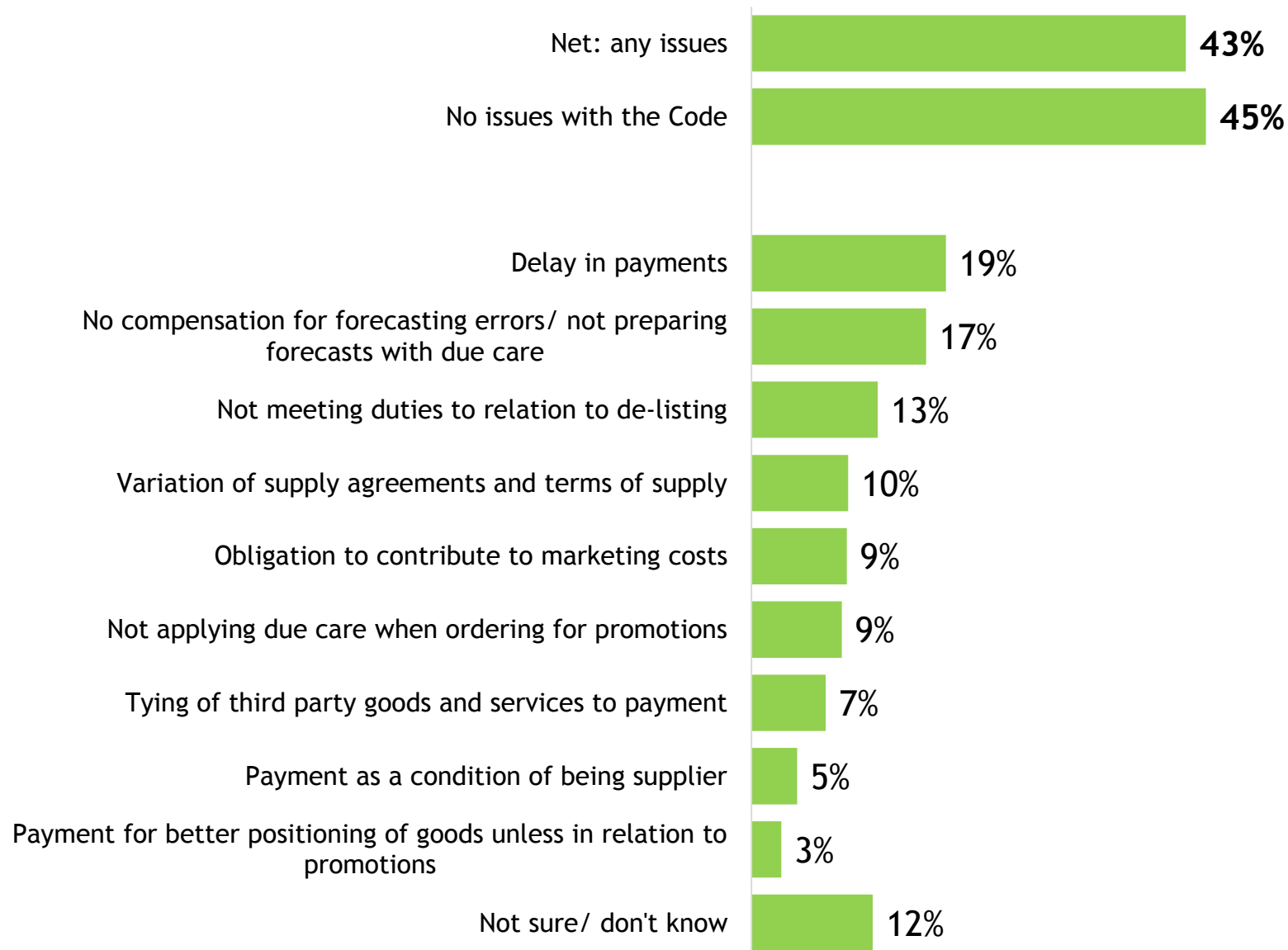
By supplier size



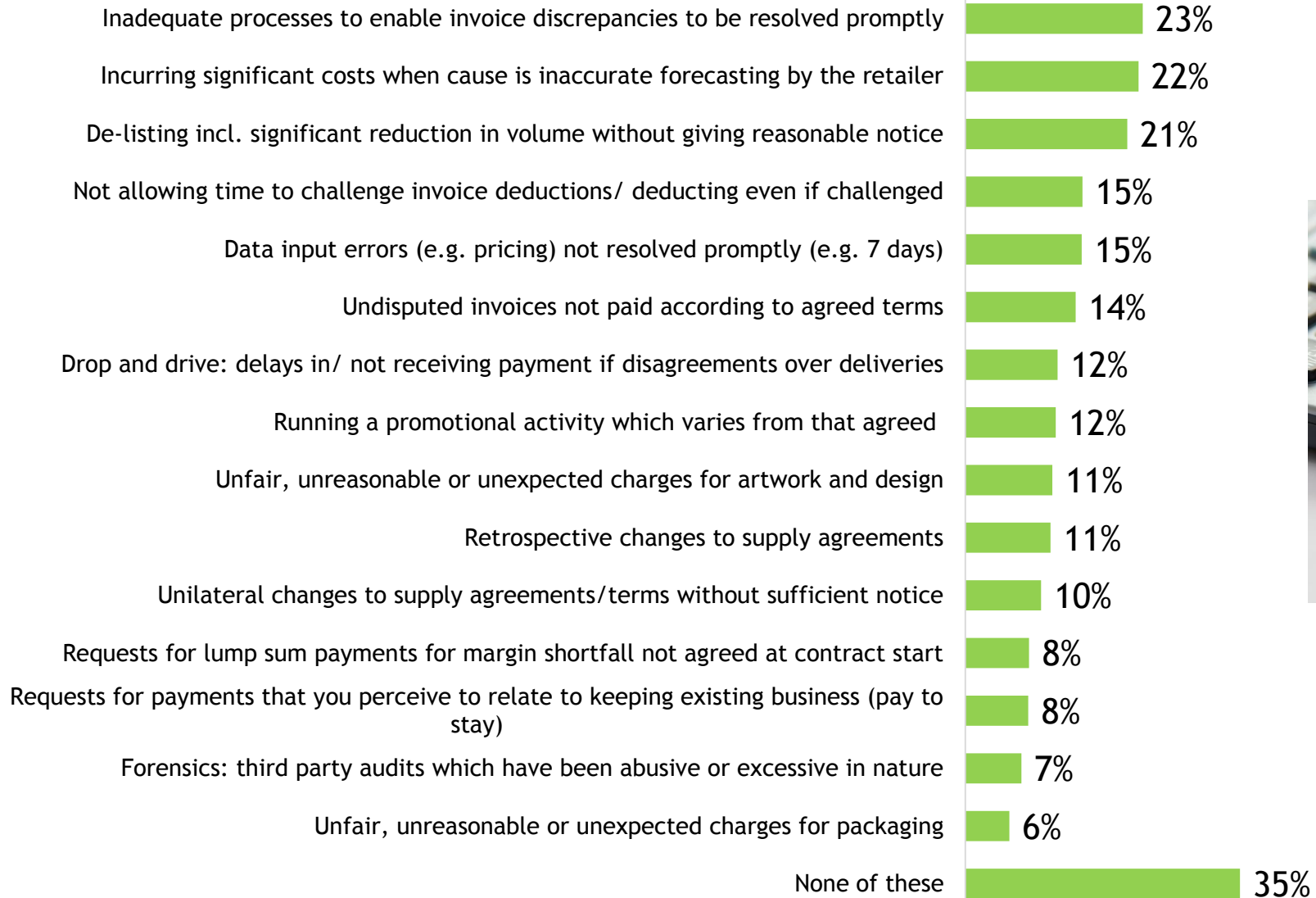
Experience of issues



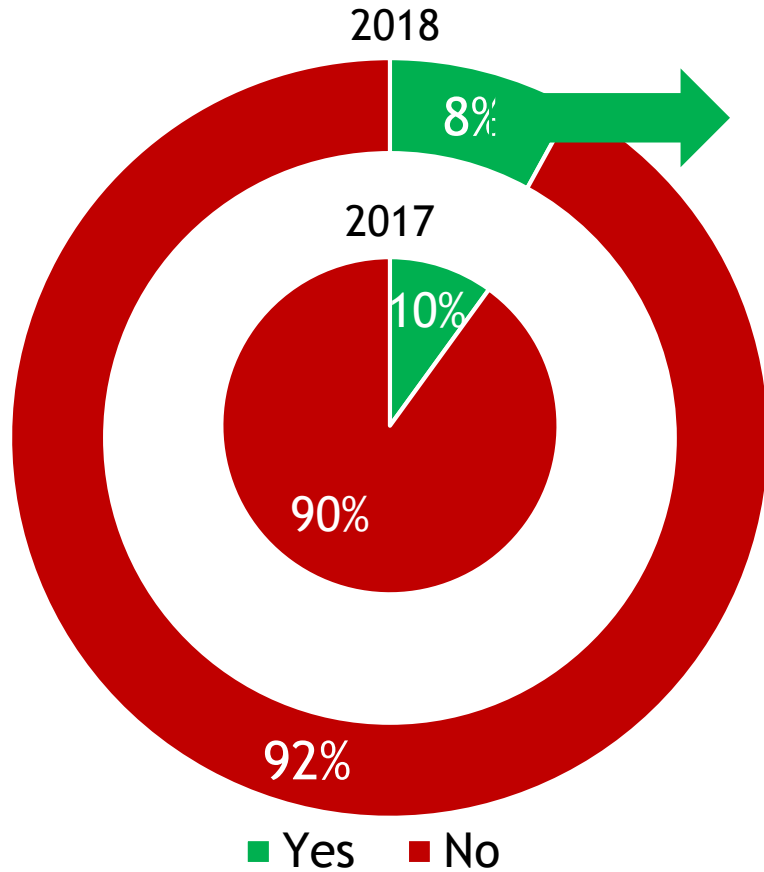
Issues experienced in the past 12 months? (in Code language)



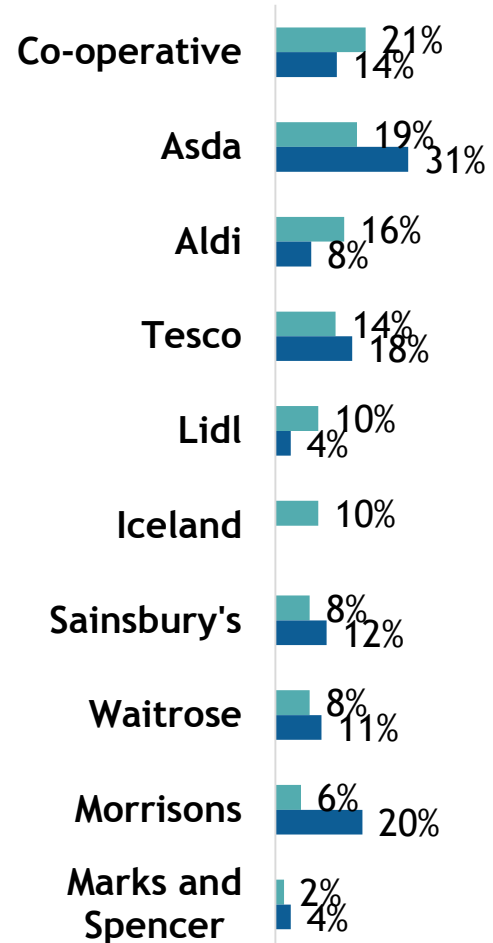
Issues experienced in the past 12 months? (in supplier language)



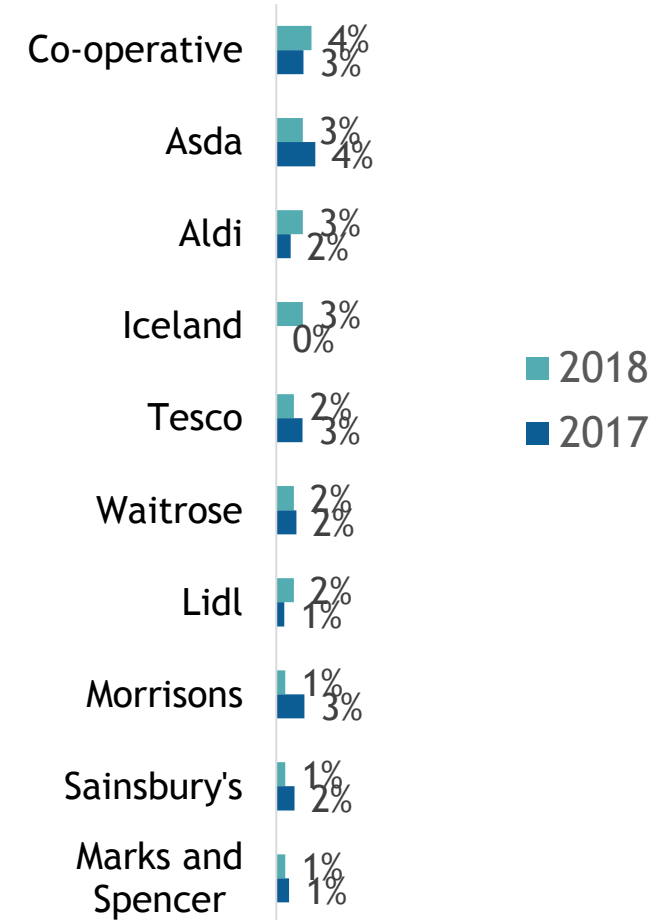
Raising issues with a retailer in the last year



About which retailer? (as % of those who raised issues in the last 12 months)



About which retailer? (as a % of their suppliers)



Code-related issues direct suppliers have experienced - by retailer (1)

	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Retailer 5	Retailer 6	Retailer 7	Retailer 8	Retailer 9	Retailer 10
Inadequate processes and procedures in place to enable invoice discrepancies to be resolved promptly	9%	4%	3%	5%	9%	7%	4%	7%	10%	7%
Incurring significant costs when cause is inaccurate forecasting by the retailer	8%	4%	6%	4%	6%	8%	6%	4%	4%	9%
De-listing, including significant reduction in volume without giving reasonable notice	7%	3%	4%	6%	10%	4%	5%	2%	5%	6%
Not allowing time (e.g. 30 days) to challenge proposed invoice deductions, or deducting even if challenged	5%	2%	2%	3%	5%	3%	2%	6%	5%	4%
Data input errors (e.g. pricing) not resolved promptly (e.g. 7 days)	5%	3%	2%	2%	6%	3%	4%	5%	6%	4%
Undisputed invoices not paid according to agreed terms.	3%	2%	2%	2%	4%	3%	2%	6%	5%	3%
Requirement to predominantly fund the cost of a promotion	5%	7%	0%	1%	7%	5%	6%	0%	1%	5%
Drop and drive: delays in, or not receiving, payment when there are disagreements over deliveries	6%	1%	1%	2%	3%	3%	2%	3%	3%	4%
Running a promotional activity which varies from that agreed in length, positioning, distribution or type at supplier's cost	3%	1%	1%	2%	4%	5%	2%	1%	2%	4%
Unfair, unreasonable or unexpected charges for artwork and design	3%	3%	7%	1%	4%	4%	2%	2%	5%	4%
Retrospective changes to supply agreements	3%	1%	2%	3%	3%	3%	1%	2%	1%	2%
Variation of supply chain procedures without reasonable notice	2%	2%	2%	4%	3%	3%	1%	3%	3%	2%
Unilateral changes to supply agreements/terms of supply by retailers without sufficient notice	3%	1%	2%	4%	3%	2%	2%	2%	1%	2%

Example of how to read this table: for each issue:

- All 0% and 1% are green, as is the lowest percentage per issue and scores within 1% of this (except where the highest percentage is 3% or less, in which case 2% is amber)
- The highest percent per issue and those within 1% of this are coloured red (except where the highest score is 4% or less, in which case only the highest figure is red unless the highest percentage is 2% or lower)
- All other scores are coloured amber

Q6d. And with which retailers have you experienced these issues in the last 12 months? For each issue please tick all retailers you have experienced this with or 'none of these' if none.

Base: all direct suppliers (911) who have supplied each retailer in the past 12 months

Code-related issues direct suppliers have experienced - by retailer (2)

	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Retailer 5	Retailer 6	Retailer 7	Retailer 8	Retailer 9	Retailer 10
Unjustified charges for consumer complaints with no explanation	5%	4%	0%	1%	2%	1%	4%	0%	3%	3%
Requests for lump sum payments relating to retailer margin shortfall not agreed at the start of the contract period	2%	1%	0%	4%	2%	1%	1%	0%	2%	2%
Requests for payments that you perceive to relate to keeping existing business (pay to stay)	2%	1%	0%	4%	5%	2%	0%	0%	1%	2%
Forensics: third party audits which have been abusive or excessive in nature	2%	1%	1%	2%	2%	2%	2%	1%	0%	4%
Unfair, unreasonable or unexpected charges for packaging	2%	1%	4%	1%	2%	1%	0%	1%	2%	1%
Incurring penalty charges when forecast is not prepared with due care, i.e. when supplier has no way to feed into the recast or respond to it on receipt if it seems inaccurate or unrealistic	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%
Overbuying at promotional price and subsequently selling at full price	1%	1%	0%	2%	1%	1%	1%	0%	1%	2%
Requirement to use third party haulier where retailer gets payment for the arrangement	1%	0%	2%	0%	0%	1%	1%	1%	2%	0%
Requests for lump sum payments relating to better positioning in store (not in relation to a promotion) or participation in category captaincy or range reviews	1%	0%	0%	2%	3%	1%	0%	0%	0%	2%
Payments for wastage	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%
Requests for lump sum payments relating to better positioning in retailer's on-line store (not in relation to a promotion)	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
Not escalating concerns over breaches of the Code to the senior buyer	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%
Payments for shrinkage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

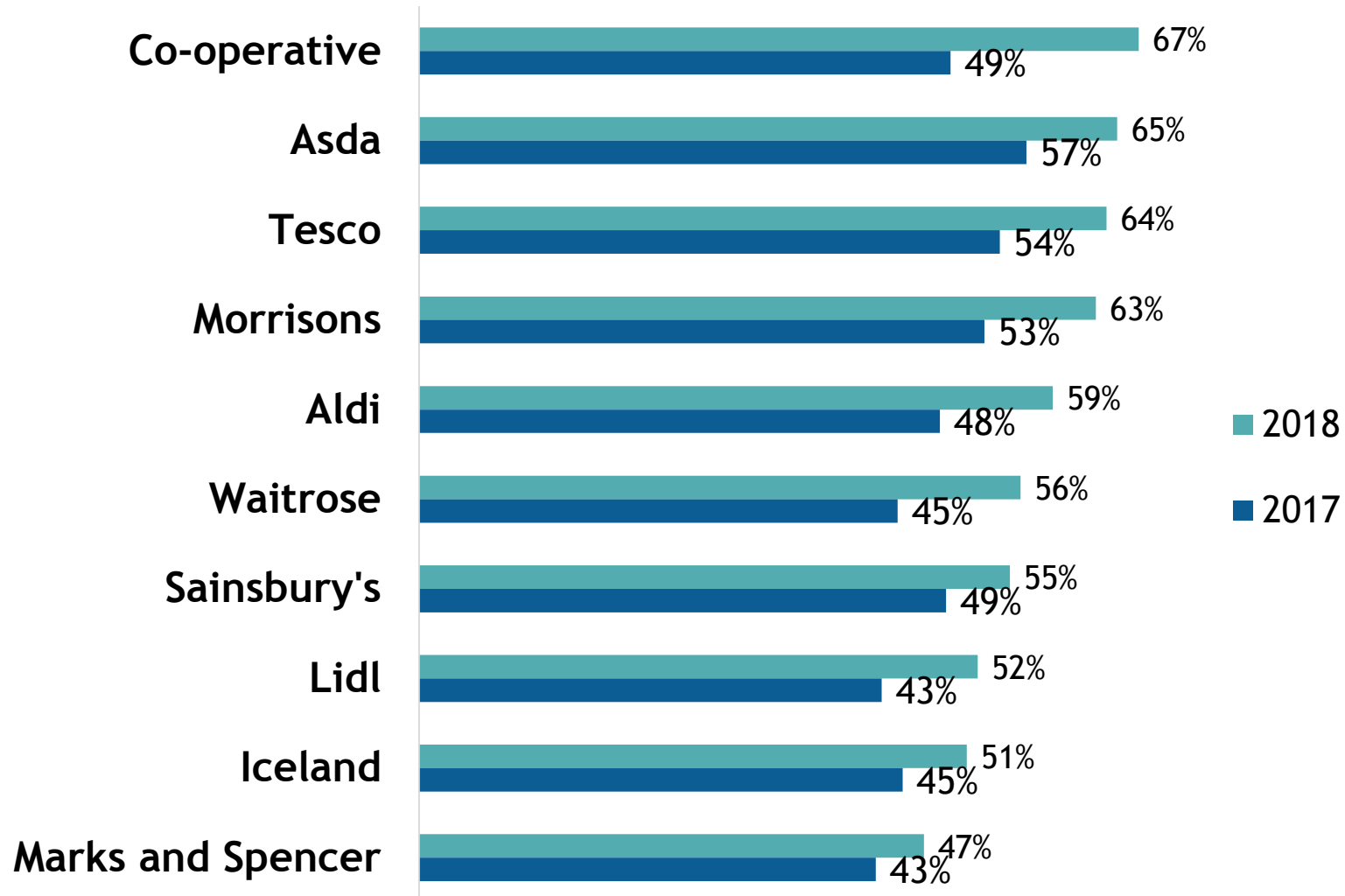
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Knowing your CCOs



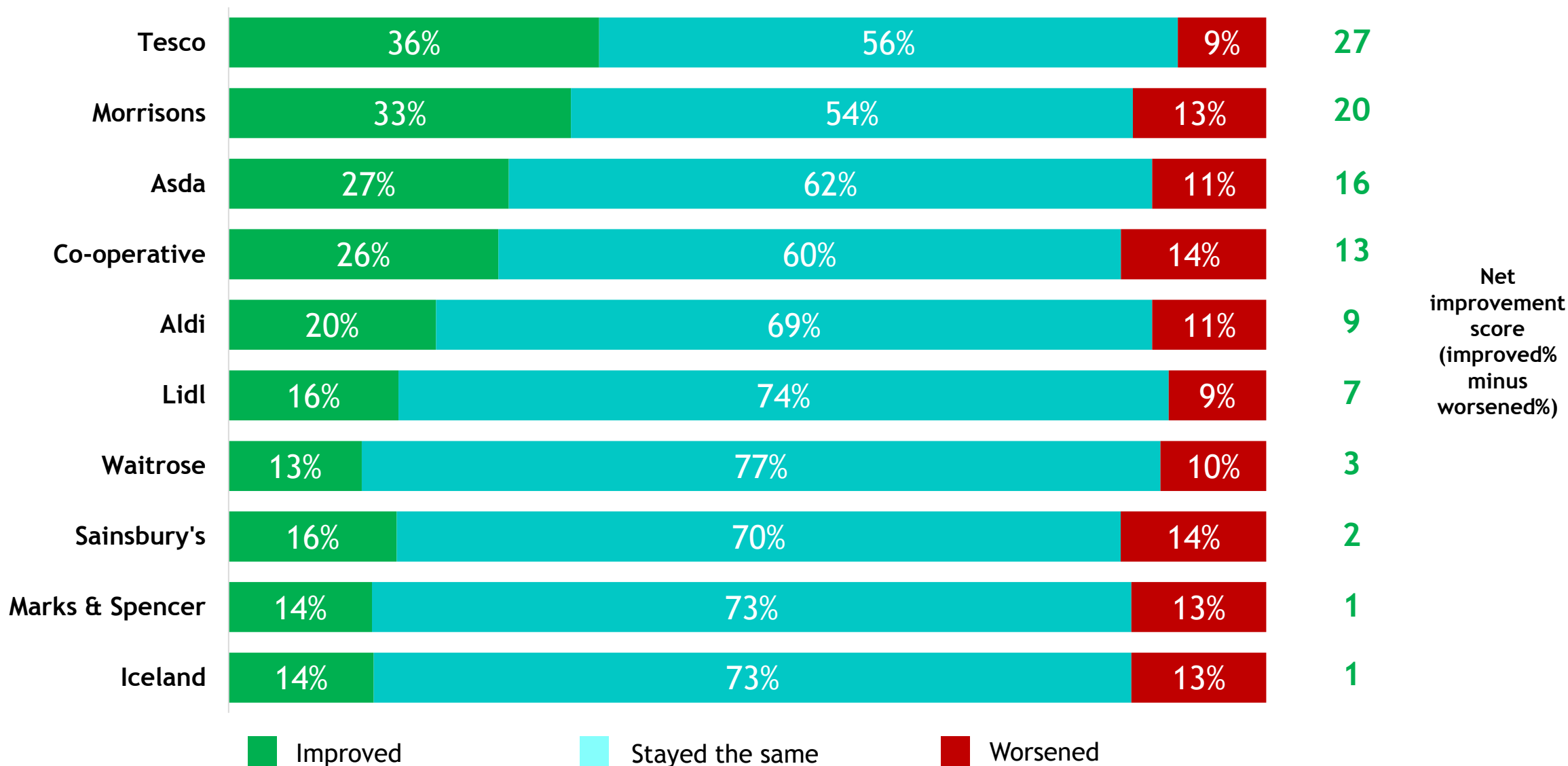
Average across
the 10
2018: 58%
2017: 49%
2016: 46%

Overall
assessment



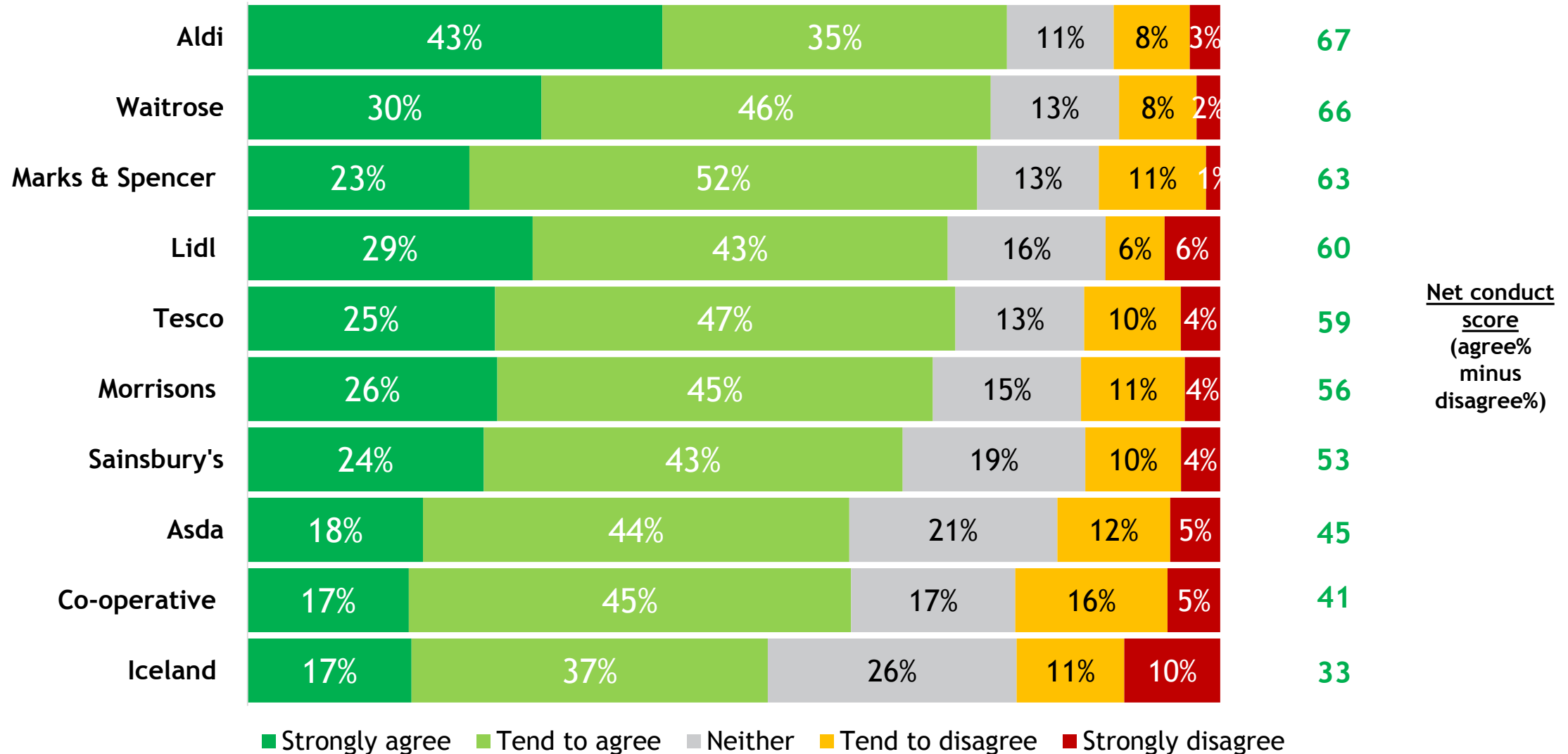
Change in retailer practice over the past 12 months

Direct suppliers commenting on the retailers they have supplied in the past 12 months



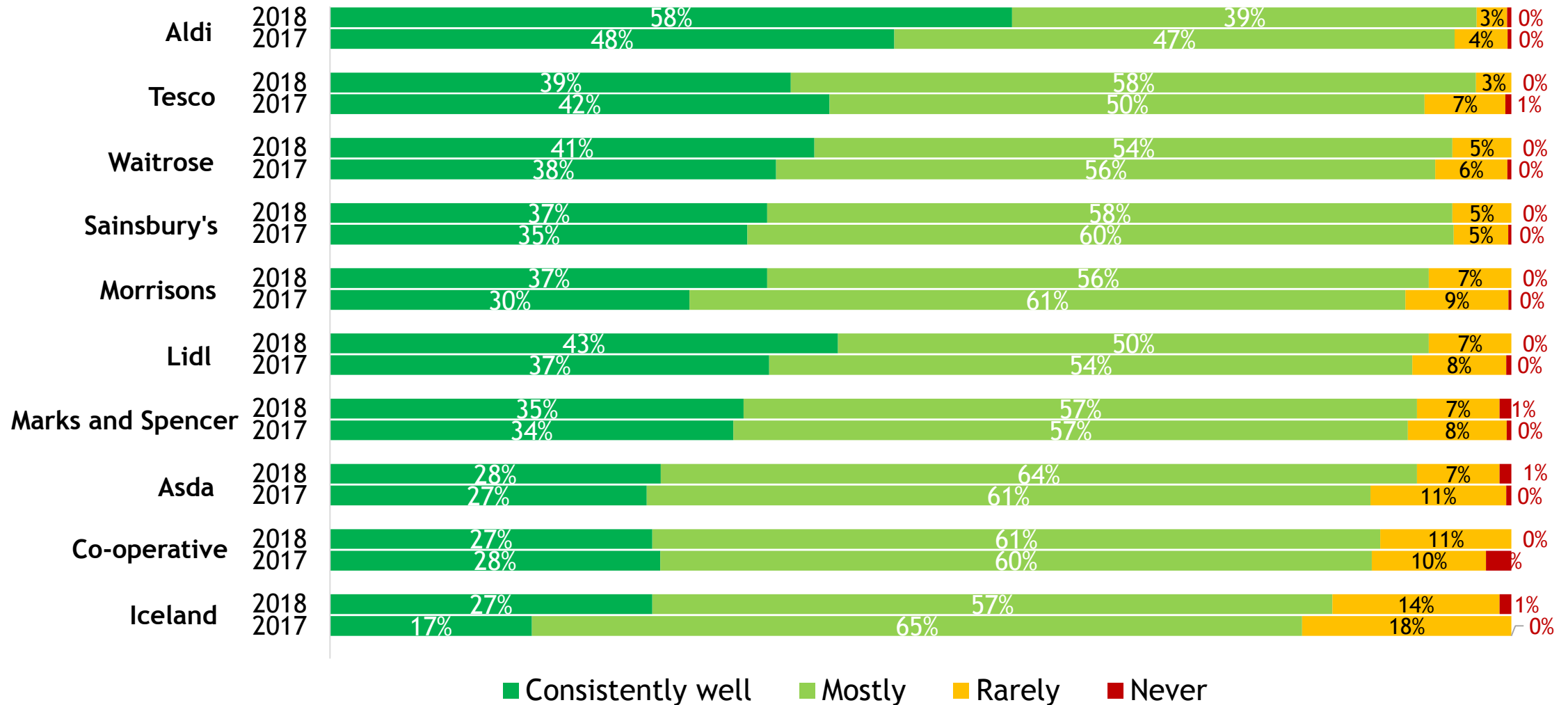
Are trading relationships conducted in good faith & without duress

Direct suppliers commenting on the retailers they have supplied in the past 12 months



Overall assessment of compliance with the Code

Direct suppliers commenting on the retailers they have supplied in the past 12 months



Other comments

“Having knowledge of the Code has definitely strengthened our relationships with retailers and led to a much more collaborative approach. Knowing where we stand with buyers means that we rarely have to escalate above the buyer.”

“Published case studies (via The Grocer etc.) will improve GSCOP awareness and compliance”

“I feel that there should be a forum set up that we can join to air our views and hear those of other suppliers.”

“I think it’s working well, but aggrieved parties must be more confident of standing up to supermarkets”

“The relationship between Supplier & Retailer has massively improved over last few years & I would attribute this improvement to the work of the GCA and retailers to actively create this improved environment of trust and openness”

“Keep up the pressure, the supermarkets are re-wording or fixing things in another way to be clever, you need to keep changing as well”

“The GCA needs to be much more visible and any issues with retailers communicated. This will encourage more suppliers to come forward.”

Trends over time



Selected key trends 2014 to 2018

