

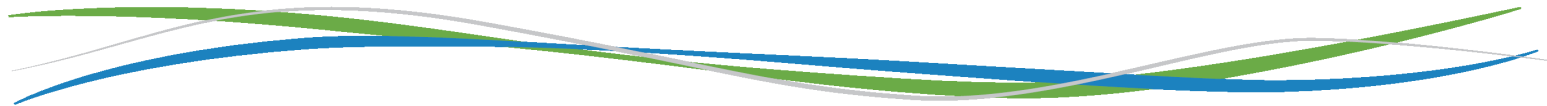
BioAg World

CONGRESS

AN EVENT BY THE INDUSTRY, FOR THE INDUSTRY

by  GlobalBioAg
Linkages
Locally Global

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Buyer Expectations of Shippers

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VP Supply Chain & Sustainability

Produce Marketing Association





Over 37 years of senior management experience in logistics and supply chain management working with major Canadian retail chains, including Loblaw Companies Ltd., Shoppers Drug Mart and Sobeys Inc., as the Senior Vice President of Logistics and Engineering.

For the past 11 years, Treacy monitors and forecasts trends, designs related products, services and educational events relating to sustainability and the fresh produce and floral supply chains for PMA members. He serves as staff lead to the industry-wide Produce Traceability Initiative and leads all data, standards and sustainability initiatives for PMA.

A citizen of U.S., Canada and Ireland, Treacy has a bachelor's degree in industrial engineering from the University of Toronto, and Professional Engineer and Professional Logistician designations.

Produce Marketing Association

- The only Global trade organization representing companies from every segment of the global fresh produce and floral supply chain.
- PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption.
- **PMA's Vision** - Bringing together the global produce and floral community to grow a healthier world
- **PMA's Mission** - To connect, inform and deliver industry solutions to enhance members' prosperity
- **Center for Growing Talent by PMA's Mission** - To provide industry-specific solutions to attract, develop and retain talent

What major buyers expect from fresh produce and floral suppliers

- Food Safety
- Sustainability
- Logistics
- Communication

What do buyers want?

- Buyers have the same requirements of all suppliers regardless of where the fresh produce or floral was grown:
 - In an open field
 - Under a protective cover
 - In a greenhouse
 - In a building
 - In the USA
 - In another Country

What do buyers want?

- Buyers have the same requirements regardless of who grew the fresh produce or floral:
 - Major grower/shippers
 - Big farms
 - Small farms
 - Family farms
 - Coops

What do buyers want?

- Buyers have the same requirements regardless of how the fresh produce or floral was grown:
 - Conventionally
 - Organically
 - Regenerative
 - BioAg

What do buyers want?

- To minimize food safety risk
 - Food Safety
- To minimize brand reputation risk
 - Socially responsible
 - Environmentally responsible
- Get the product they ordered on time
 - They cannot sell excuses to their consumers

What do buyers want?

- Get the product conforming to their product specifications
 - Quality
 - Packaging
 - Size
 - Container type – Carton/RPC
 - Specs vary between buyers
- Pay the least they can for the produce

Food Safety

- Good Agricultural Practices (GAP)
 - Documented food safety plan
 - Food safety should be part of your company's culture

- Food Safety Audits
 - GFSI benchmarked
 - Minimum annually
 - Some buyers perform unscheduled inspections



Food Safety

- If you need food safety training help:
 - [PMA FreshEd Academy](#) – Essentials of Produce Safety

- PTI labeling of all cases or RPCs

www.producetraceability.org

(01) 3 0071430 01105 9 (13) 201205 (10) 2071231339
STRAWBERRIES/BAIES FRAISES
DOLE 4EA x 2LB Pack Date/ Empaqueté le
Grown In/Cultivé en California, USA Dec 05
Grade A/Catégorie A
Dole Fresh Vegetables, Monterey, CA 93940 0 07143 00115 4 **94 22**

Sustainability

- Environmentally responsible
 - Good stewardship of the planet
 - Packaging
 - Waste
 - Soil Health
 - Energy
 - Water
 - Requirement for audits is increasing
- Socially responsible
 - [Ethical Charter](#) adoption and endorsement
 - Requirement for audits is increasing



Sustainability

- Share your sustainability story with:
 - Customers
 - Consumers
 - Investors
 - Suppliers

- If you need help with your story...
 - PMA Online assessment tool
 - coming soon for PMA members
 - PMA Best Practice for sharing your sustainability story
 - coming soon for PMA members

Logistics

- **DELIVER ON-TIME!**
 - Buyers are counting on that product being there on time
 - Very little safety stock
- Deliver 100% of what they ordered
- If you let them down, they will give the next P.O. to your competitor



Communication

- EDI
 - Invoices/P.O.'s
 - Advance Shipment Notifications

- No surprises!!! Call them as soon as you know!!!



Pricing

- Lowest Price
 - Commodity pricing – very few unique products
 - Seeing some premium for superior quality through proven cold chain management

How to satisfy a buyer?

- Food Safety
 - Audited Food Safety practices
- Sustainability
 - Treat the planet and the people on it properly
- Logistics
 - Deliver 100% of the order on time every time
- Communication
 - EDI
- No surprises ever



Questions?

