

SALSA – A RETAILERS PERSEPECTIVE

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LONDIS



BUT WHO ARE MUSGRAVE-BUDGENS-LONDIS?

- 20 CORPORATE BUDGENS OPERATED STORES
- 206 INDEPENDENTLY OPERATED STORES
- 2,200 LONDIS STORES



INTRODUCTION – THE MUSGRAVE-BUDGENS- LONDIS VISION

- Offer the Finest Fresh Foods.
- Provide Outstanding Customer Service.
- Be at the Heart of the Local Community.
- Provide Innovative Ranges and Presentation.
- Be a Convenient Place to Shop.



THE 'LOCAL' MARKET

- Customer Base.
- Suitable Sites – Stores in the 'Heart of the Community'.
- Customer Demand.
- Tremendous Future for Local Produce.



MUSGRAVE-BUDGENS-LONDIS STRATEGY ON LOCAL SOURCING

- To stock a range of up to 100 local sourced products in all stores by the June 2008.
- Small 'Local Sourcing Team', consisting of Local Sourcing Coordinator and Myself. Other 'interested' parties e.g. Trading Managers, Merchandising, Marketing and Store Operations become involved at the appropriate stages of the process.
- Has the full support of the MBL Management Board from Chief Executive downwards



PRODUCT CATEGORIES

- Delicatessen
- Dairy
- Meat Products
- Bread, Cakes & Morning Goods
- Fresh Fish
- Crisps, Snacks and Confectionery
- Preserves
- Pickles, Chutney's Sauces & Vinegars
- Biscuits
- Fruit Juices
- Hot Beverages
- Beer, Wines, Ciders & Spirits



A RETAILERS VIEW OF SALSA – QUESTIONS TO BE CONSIDERED?

- Is this version of the BRC Standard/Global Food Standard in disguise?
- Should you join up?
- What are the benefits to me?
- Why do retailers want this scheme?
- What is the costs to me?



THE FUNDAMENTALS – CHOICES - PRODUCT SAFETY, PRODUCT LEGALITY & DUE DILIGENCE MUSGRAVE BBUDGENS-LONDIS OR THE SALSA SCHEME

- Help and advice by the MBL Technical Team or SALSA for Individual Producers:
 - Product Labelling
 - Food Hygiene/Safety Matters
 - HACCP
 - Crisis Management & Product Recall
 - Barcodes
 - Packaging Design



THE PROPOSED VISION OF SALSA

- It is a 'scheme' not a 'standard'. (Very Important)
- Must add to value to the business, not just a further cost (an overhead)
- Centrally Managed – Locally Operated
- Low Cost?
- Access to Further Resources



THE MISSING LINKS.....

- Technical Advice
- Training Needs
- Sharing of Best Practice
- Retailer Support/Commitment
- Future Benefits Going Forward



FOOD GROUP SUPPORT FOR SALSA

- Variety of Producers – Small and Large.
- Some Will Be New to Multiple Supply.
- There will be Issues & Challenges.
- Communication to their Members
- Support to their Members
- Conflict with their Own In-House Schemes



SOME CONCERNS

- Can it Meet the Different Stakeholders Needs and/or Requirements?
- Understand the Small Producers and Their Other Priorities
- Consistency/Quality of Auditors
- Training of Auditors
- Is there Retailer 'Buy In'?



CONCLUSION

- Quite Simply – A Case of 'Watch this Space'
- Thank You For Listening to Me
- Any Questions?

