

Managing Risk by saying 'No'

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The risk v reward is now out of kilter, more farmers are asking, is it worth doing?

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Retailers are often lambasted as being the sole cause of all ills in the sector, this is a gross distortion of the truth. As one grower said, ‘We wouldn’t have a business if it wasn’t for the multiple retailers, we just want to engage in the right way’.

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the agricultural sector has been ‘last man standing’. In numerous interviews I heard that the approach of some is that ‘if I wait long enough, another one of my competitors will have disappeared and run out of track’.

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An empty bank account does not allow you to do anything, and farming has been running on an empty bank account for some time now.

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Buyers are trained to do this....

the **retail mind**

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the focus on price by buyers is relentless, all to try and reduce the impact of the cost-of-living crisis.

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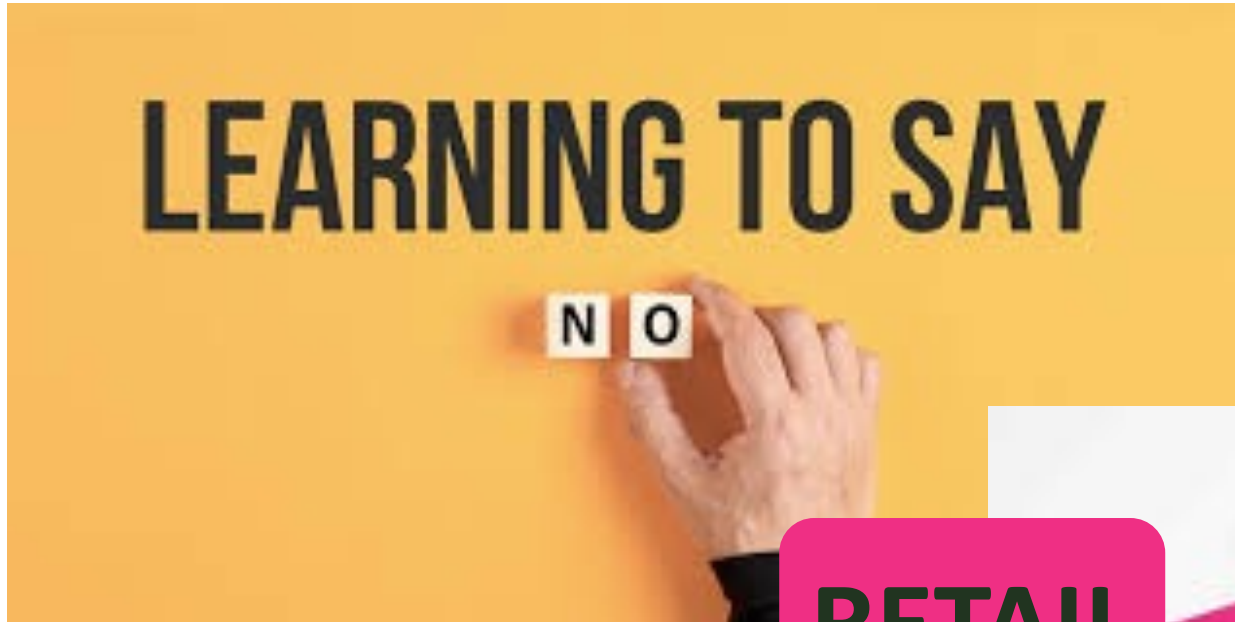
Is the UK Food Supply Chain Broken?



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the further you move away from the UK the lower those standards can become and the bigger the food safety risk as well as the food security risk.
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How do you say 'no'?

the **retail mind**



RETAIL

**FOOD
SERVICE**

**YOUR
BRAND**

EXPORT



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Several farmer growers have reported that they are attempting to manage these risks through diversification, in order to subsidise loss making food production.

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One supplier I interviewed was audited forty out of 52 weeks in 2022, with over 190 audits, many of which were unannounced.

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The 'Diva' mentality can be demonstrated by one buyer saying to a grower, with unreasonable price demands 'We're X, don't you know who we are?', to which the reply was 'yes, you are 0.1% of our business!'

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There is a belief from UK retailers that there is a sea of plenty out there and if they lose a UK grower, they can just replace it with an import.

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Retailers had NO alternatives

the retail mind



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we warned 10 months ago that producers would pause or halt production if they weren't paid a fair price for their product, and that the knock-on effect would be fewer hens and fewer eggs.

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Marketplace or Global Market?

the **retail mind**



What does UK have?

the **retail mind**



Drought could cost Central and Eastern Europe one per cent of GDP in coming years

Some Spanish soft fruit growers face 50% water cut

Morocco Faces Severe Water Crisis with 67% Rainfall Deficit

As of December 22, the water storage in dams had plummeted to a mere 23.5%, down from 31.2% recorded on the same date last year.

Extreme weather prompts dramatic crop revision for apples and pears

If you build it, they will come....

the **retail** mind



You have the brand.....

the **retail mind**



The Power is in this room

the **retail mind**



What will you choose?

the **retail mind**

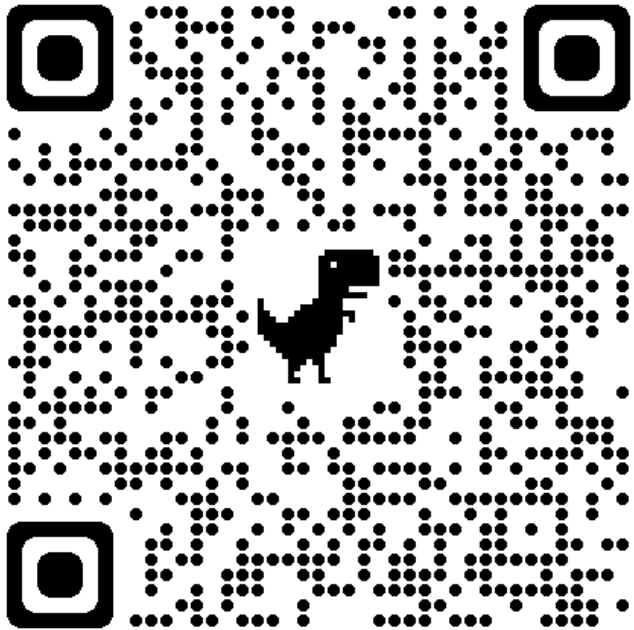


THE FUTURE IS EXCITING.....

Training Workshops

the **retail mind**

GSCOP Training



July 2nd 9-1130
July 9th 9-1130
July 16th 9-1130



Discounts for
NFU Members

Negotiation Skills



NFU Stoneleigh
Oct 16th 9-430