



**Alan Hayes**

**Strategy and Engagement Manager**

*MANAGING SUSTAINABILITY THROUGHOUT THE  
SUPPLY CHAIN: OPPORTUNITIES AND BARRIERS*



20<sup>th</sup> April 2016

The National Motorcycle Museum



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# Some of our 900+ members





**90% of school students say the sessions have helped them understand how to translate their education into skills for work**



**99% of young people said the skills workshops were a good use of their time**





**CELEBRATING FOOD:**

## **THE OPPORTUNITIES SURROUNDING HOUSEHOLD FOOD WASTE**

**A broad, positive framework for celebrating the full value of food**

Created collaboratively, referenced consistently, executed competitively

**1**

**Use technology to facilitate this celebration of food, taking a personalised approach**

This might mean making better use of existing digital platforms or applying segmentation capability more widely to understand consumers' food innovations and food waste drivers

**2**

**Tailor messages to the occasion, keeping it simple in store**

Focus on making it easy and automatic to choose low-waste options in store, leaving more complex messages to occasions when people have the headspace to absorb them

**3**

**Create value for consumers by being specific with technical solutions and communication**

Solving one small problem effectively can be enough to motivate someone to start a bigger journey of learning and behavioural change; they may well seek out the rest of the story for themselves



## Healthy Eating programme



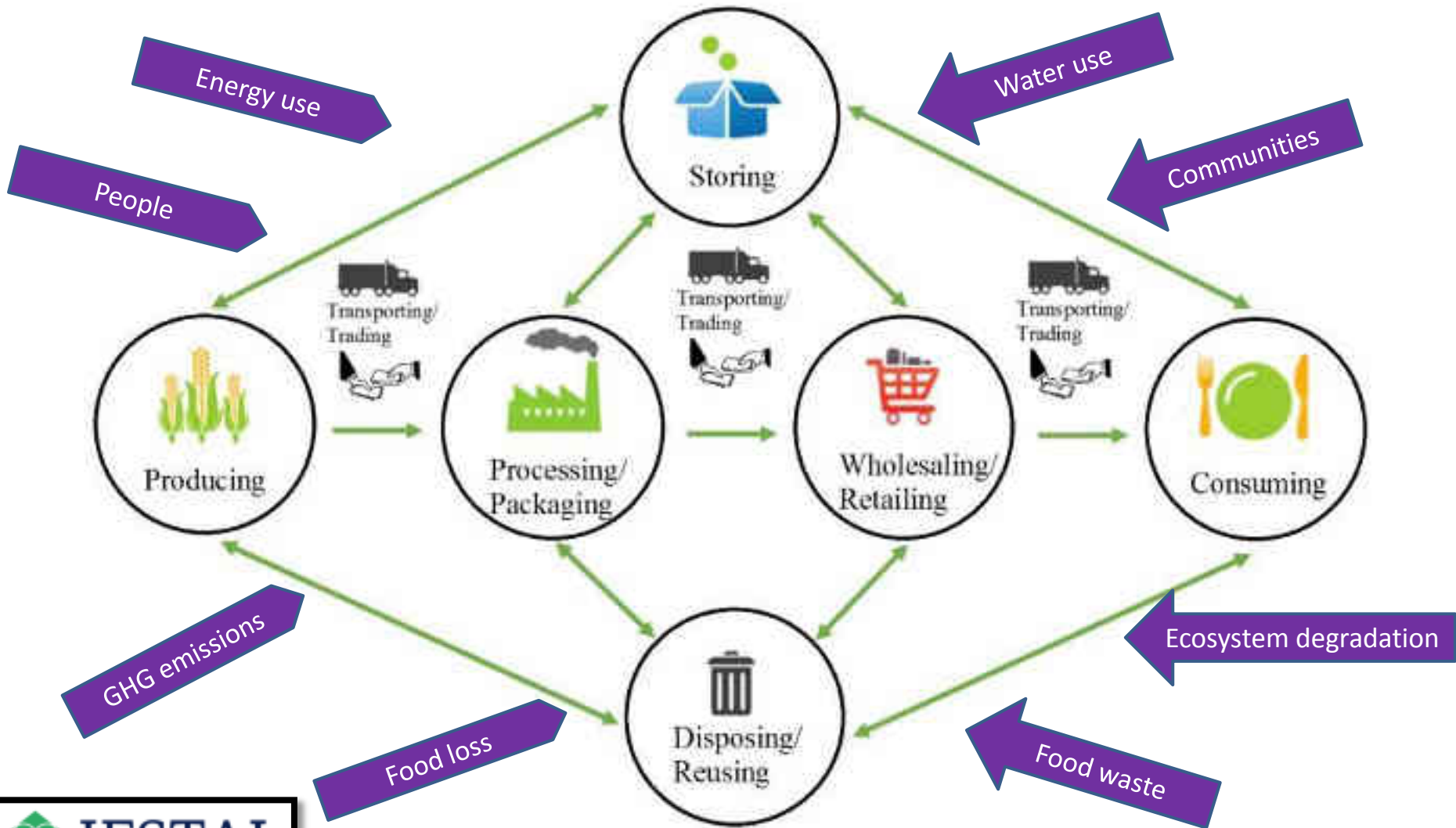
NUTRITION INFORMATION  
ON PACK

FOOD PROVISION IN THE  
WORKPLACE

REFORMULATION

# SUSTAINABILITY

# Why is Sustainability so Complex?





## SUSTAINABLE DEVELOPMENT GOALS



LEARN MORE



# MARKET CHALLENGES



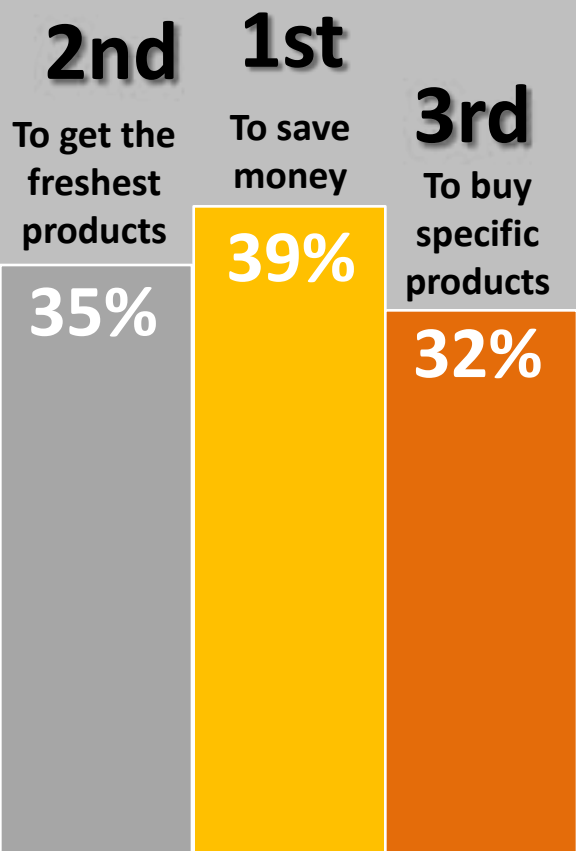
*“The UK retail market continues to undergo significant and permanent structural change, competition in our sector has been fierce”*

Andy Clarke, CEO Asda

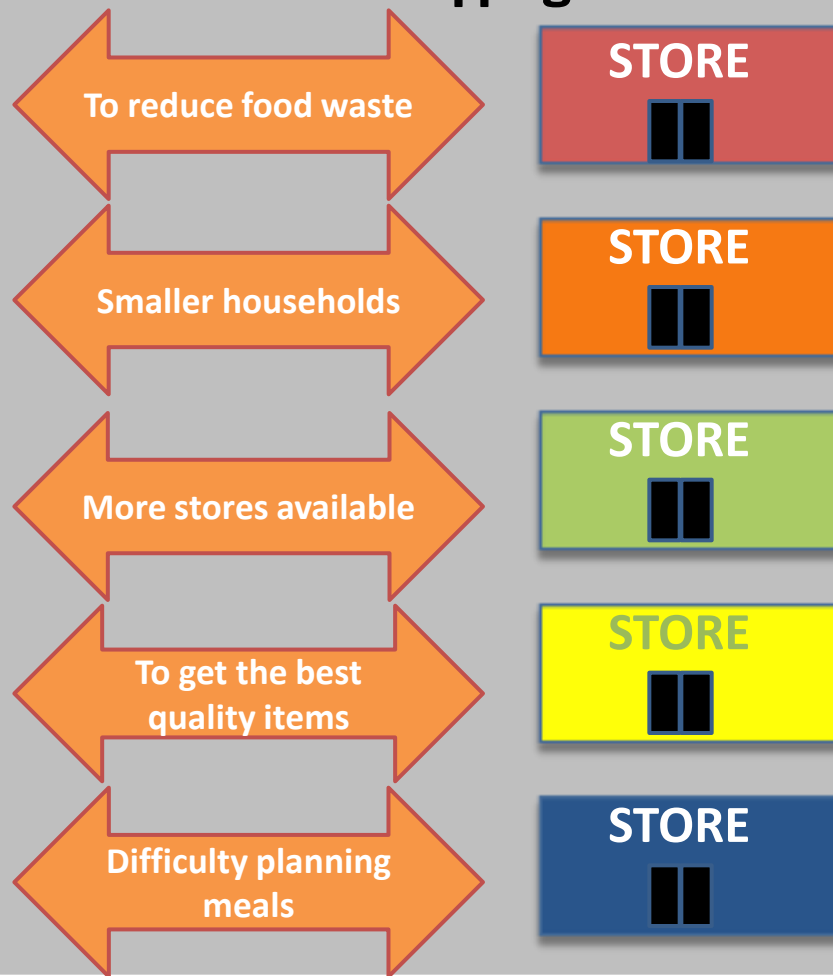
(Daily Telegraph 18<sup>th</sup> Feb 2016).

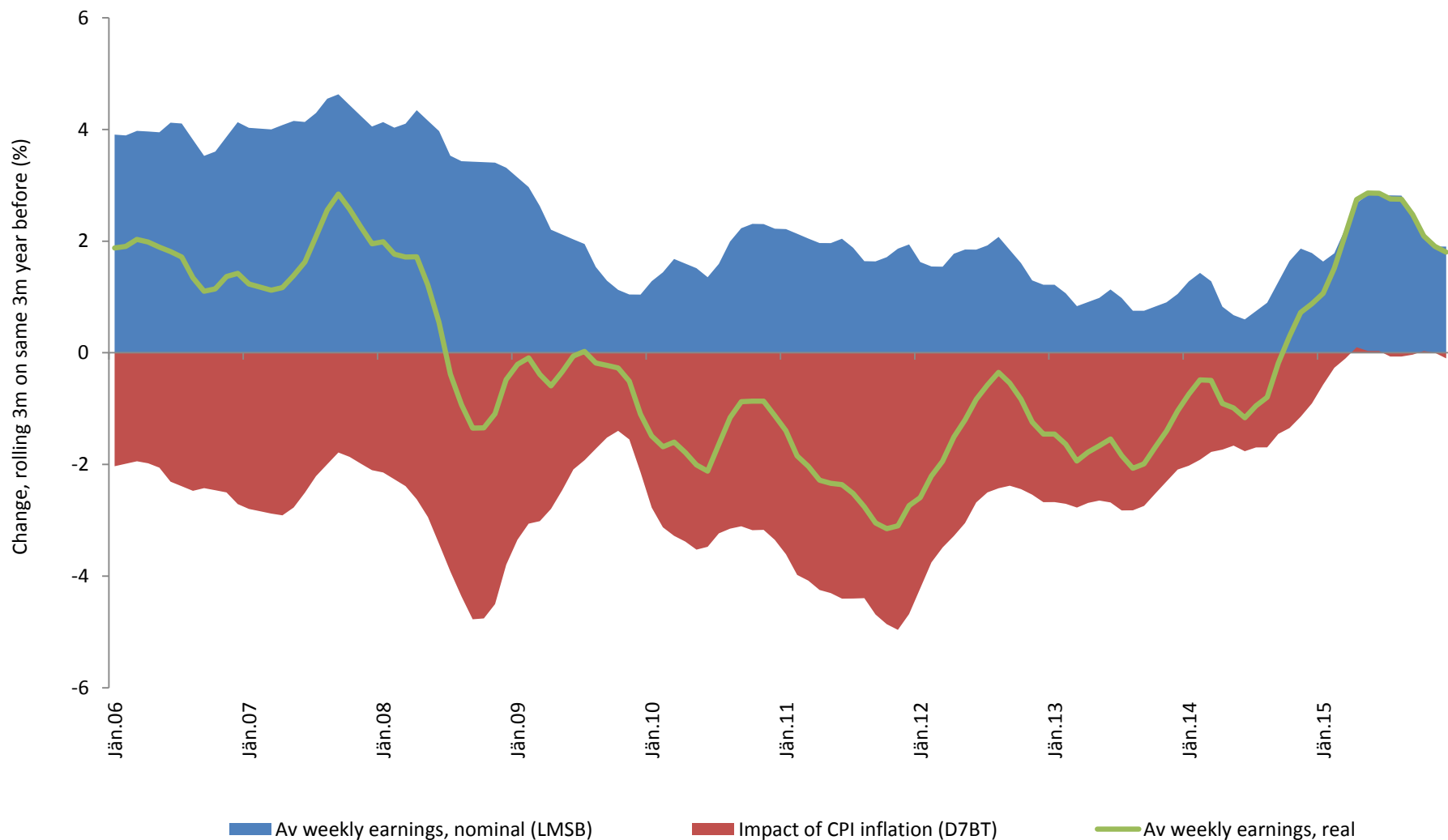
# Increasing frequency of shopping

## Top 3 reasons for shopping more often



## Other reasons for shopping more often

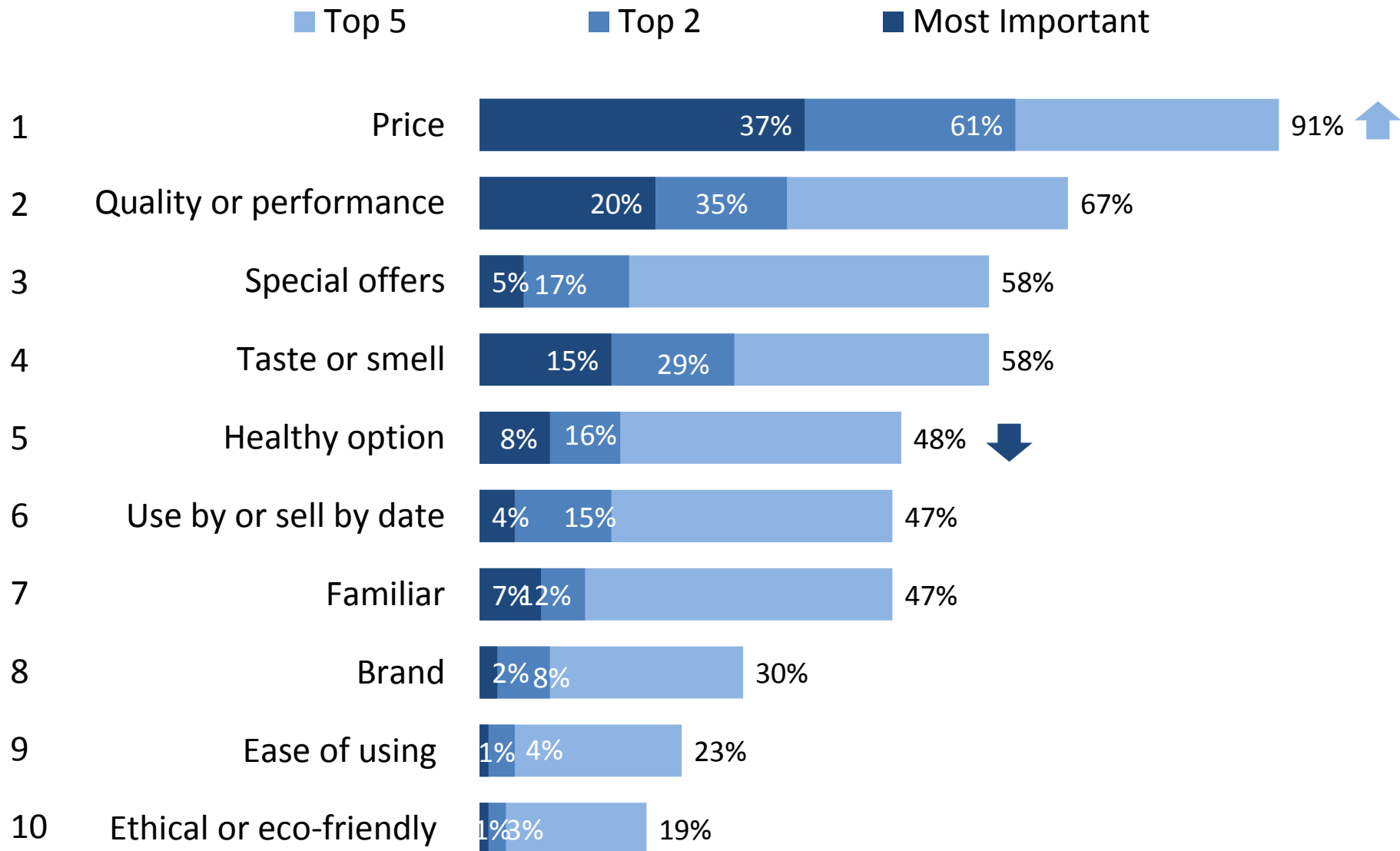




Source: ONS / IGD calculations, April 2016

Av weekly earnings is for whole economy, excluding bonuses; impact of inflation is calculated by IGD using Fisher equation; codes refer to ONS measures

# Drivers of product choice

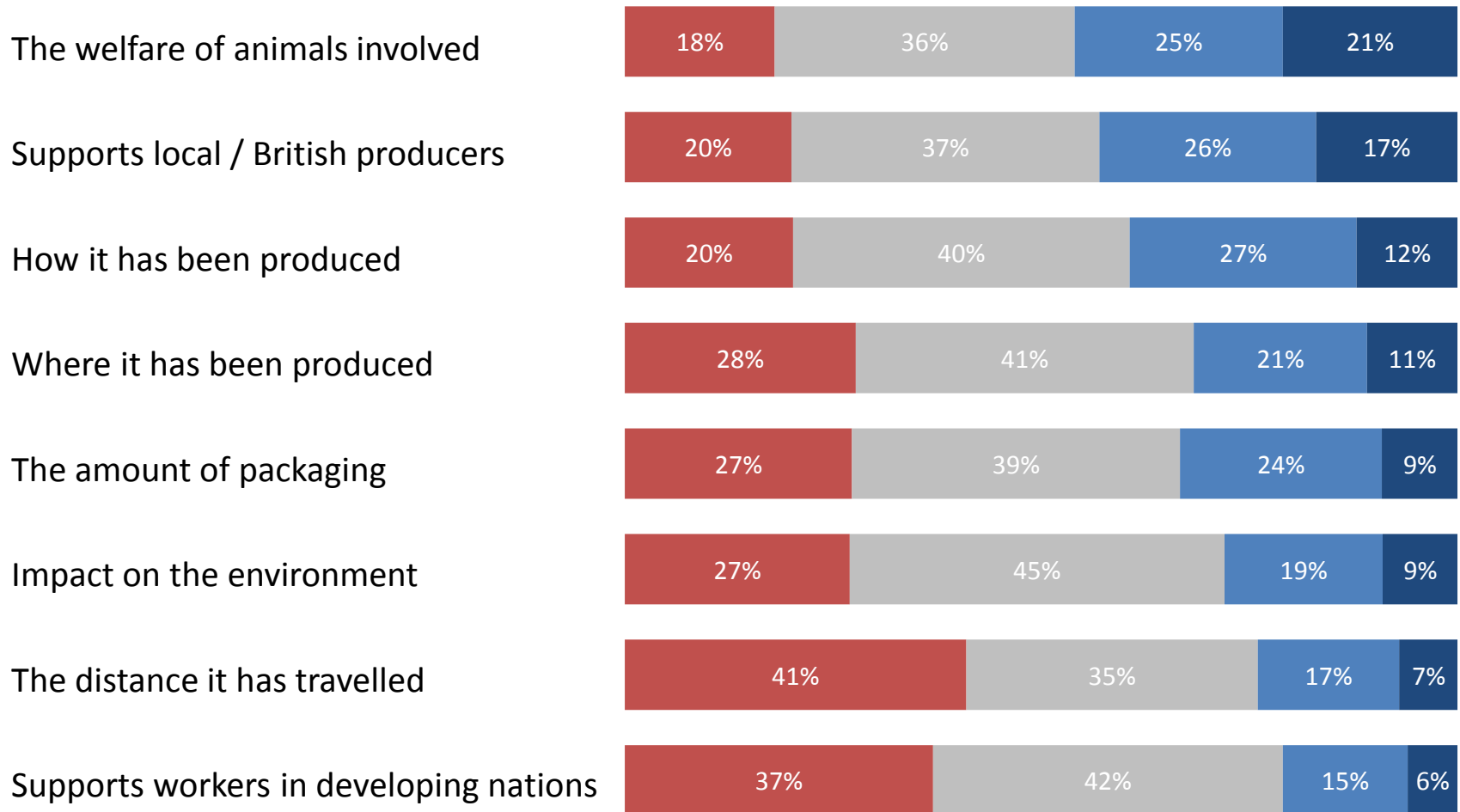


# What shoppers will pay extra for



# What shoppers will pay extra for

■ Not important ■ Fairly important ■ Very important ■ Extremely important

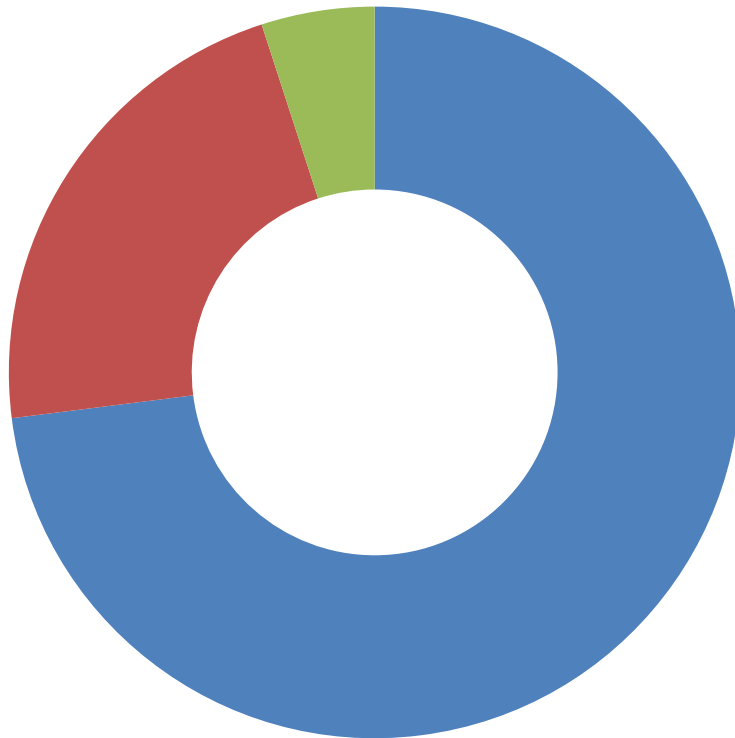


# LIFESTYLES

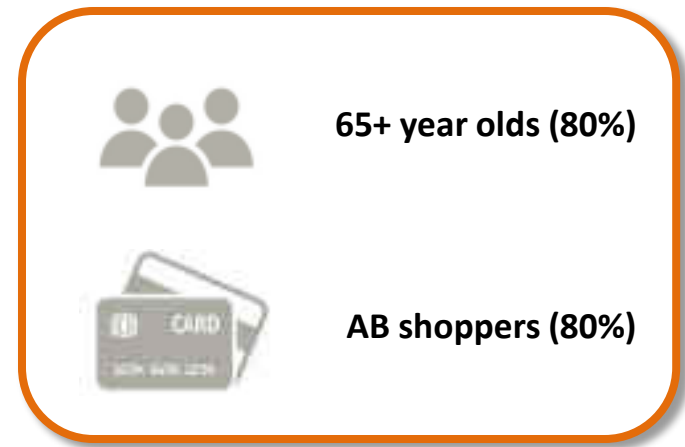


# Most shoppers take responsibility for their diets

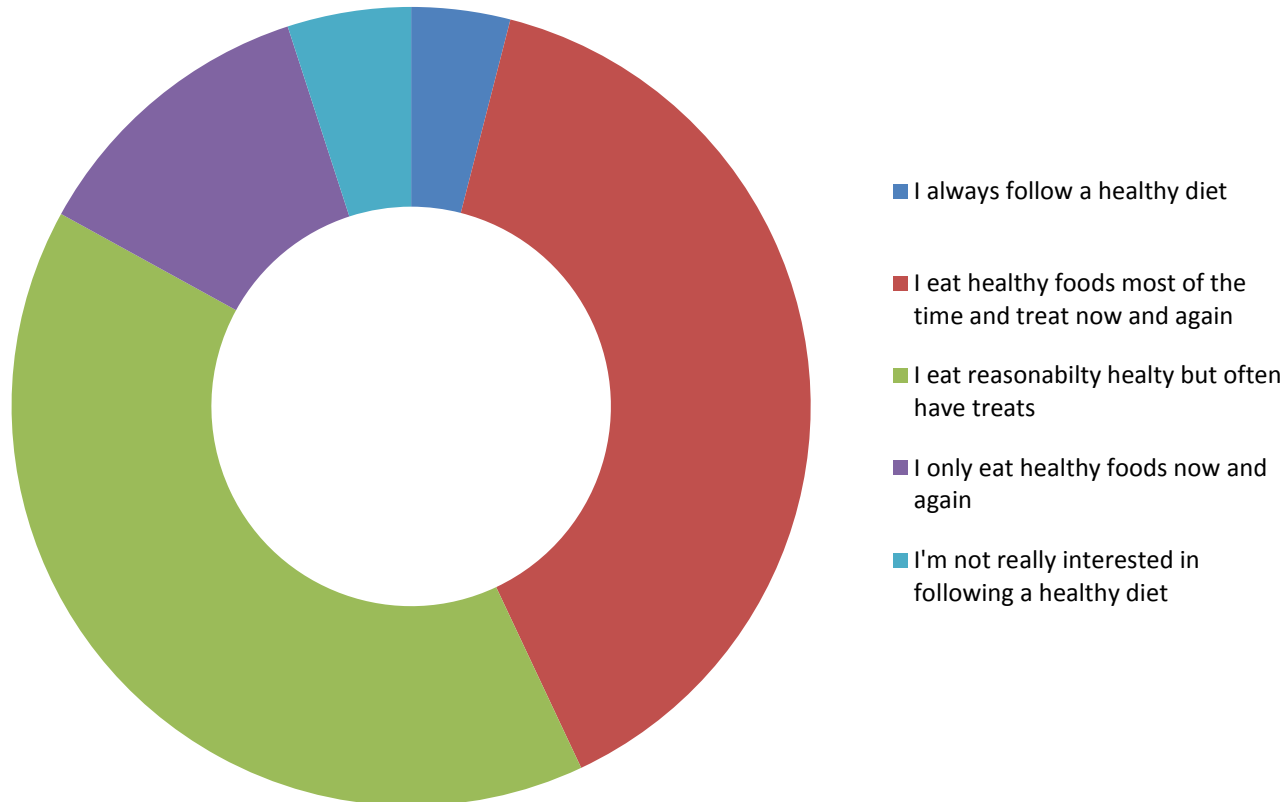
“It is essentially up to me to follow a healthy, balanced diet”



- Agree
- Neither
- Disagree

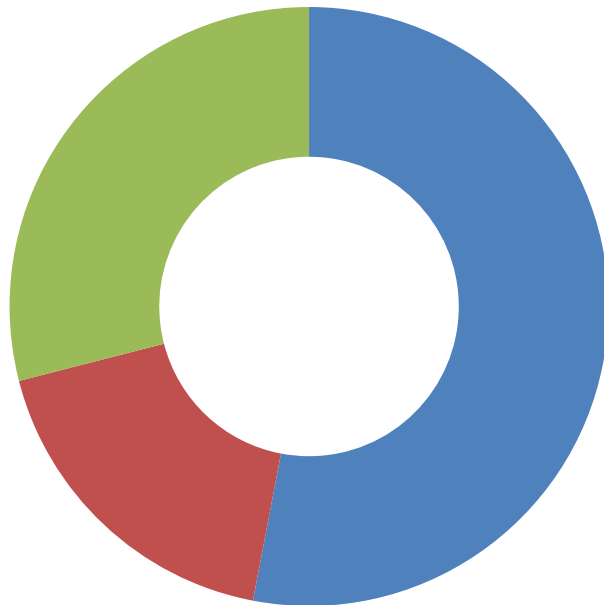


“Which of the following statements most closely reflects your attitude to eating?”



- I always follow a healthy diet
- I eat healthy foods most of the time and treat now and again
- I eat reasonably healthy but often have treats
- I only eat healthy foods now and again
- I'm not really interested in following a healthy diet

“Nutritional info on pack is too difficult to read”



“I don't believe health claims made by food companies”



- Agree
- Disagree
- Neither

# OPPORTUNITIES

# Shoppers seem open to reformulation

## Top health and diet requests from shoppers, 2015

Make healthier products more **AFFORDABLE** (66%)

**REFORMULATE** products to make them healthier (37%)

**REMOVE** the least healthy products from sale (29%)

Put **CLEARER** nutritional info on label (28%)

**GROUP** healthy products together in-store (25%)

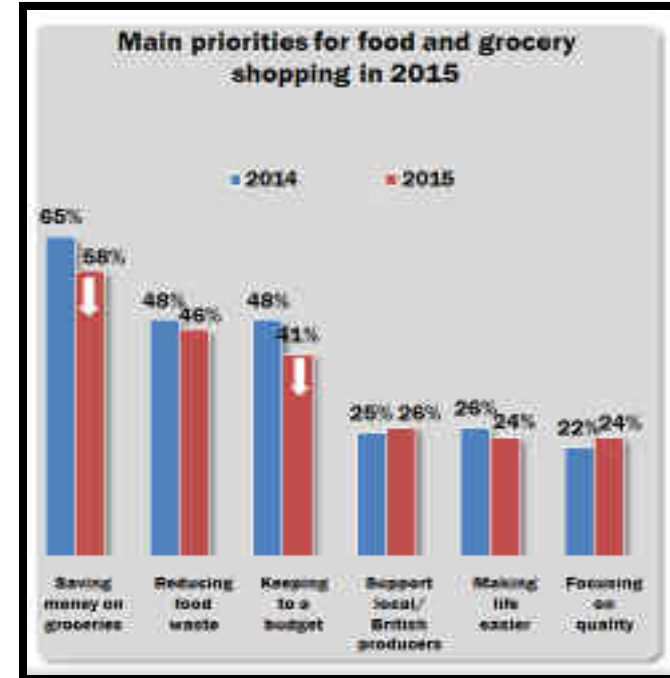


# The food waste angle



"When asked to rate the importance of various responsible business activities, over a third of the consumers we surveyed (35 per cent) said their top priority was supermarkets helping them to waste less food. Breaking this down further, over three-quarters of the consumers who cited this as one of their priorities did so for financial reasons (77 per cent). In other words, they saw it as a means of managing their household budget. Or as one consumer put it: *"The cost of living is going up and my income isn't, so I can't afford to be wasting food."*

Only a small minority of consumers (2 per cent) prioritised supermarkets helping them to waste less food because they felt it would be better for the environment."



Shoppers continue to utilise the **savvy shopping** tactics that have served them over recent years. **Reducing food waste** remains a core moneysaving tactic for around half of shoppers of all types. This has changed little since 2014

There is little change in focus on **non price related attributes** in 2015; Similar numbers prioritise supporting British or local producers, making life easier and more convenient and improving the quality of products that they buy

# FUTURE OPTIMISM





# CONSIDERATIONS

1. Stewardship not exploitation of resources
2. Think systemically, certainly beyond your function and operational boundaries
3. Have ambition for the future and inspire others
4. Envision our food industry fit for the 21<sup>st</sup> century
5. Design out waste everywhere
6. Deploy renewable energy