



4th
EDITION
THE **RUNGIS**
SYMPOSIUM
24 September 2009 – Espace Rungis

Session 1:

Are wholesale markets well organized to face the demand of new distribution channels?





Presentation of the results – Survey





Methodology

- The preparation work for the present survey was done with the support of Covent Garden Market Authority et Mercamadrid, both SEMMARIS' partners
- This survey was carried out by HEC Junior Conseil during Q2 2009
- 200 phone interviews were realized with producers and wholesale markets' customers in France, England and Spain
- In each of these countries the interviewed persons where supposed to answer according to the situation in their home country in general and regarding a specific market as well (French people were interviewed about the situation in France and at Rungis, English people about England and New Covent Garden, and Spanish people about Spain and Mercamadrid)
- The sector analysed is fruit and vegetables, the only one to be represented in almost every wholesale markets worldwide





RESULTS - PRODUCTION

The survey was carried out with:

- Independent producers
- Producers belonging to a cooperative or any other collective organization
- Expeditors
- Members of producers' associations



RESULTS – CUSTOMERS

The survey was carried out with wholesale markets' customers:

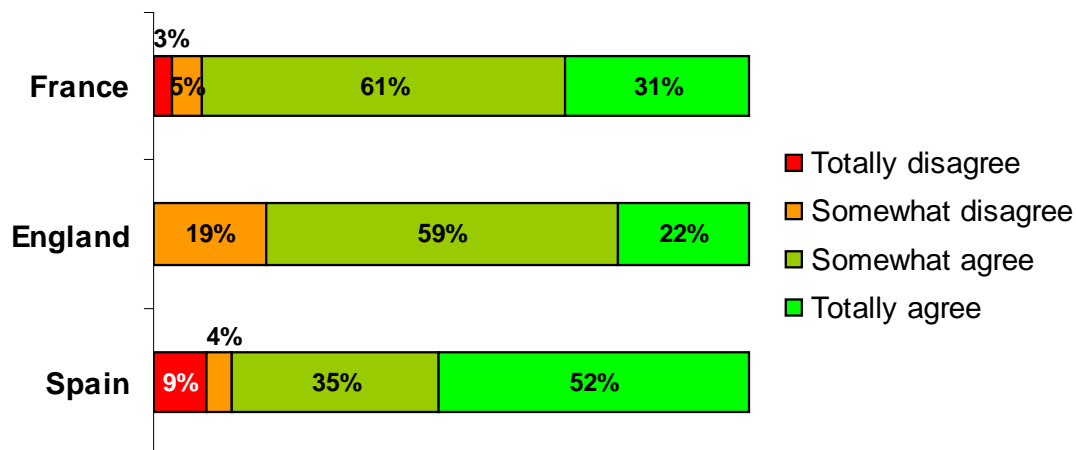
- Fruit and vegetables retailers (in shops)
- Fruit and vegetables retailers (in street markets)
- Food halls / superstores
- Catering distributors located outside wholesale markets
- Chefs
- Supermarkets
- Export companies



CUSTOMERS

Wholesale markets are well adapted to the customers' needs

Are wholesale markets
tools adapted to your needs?

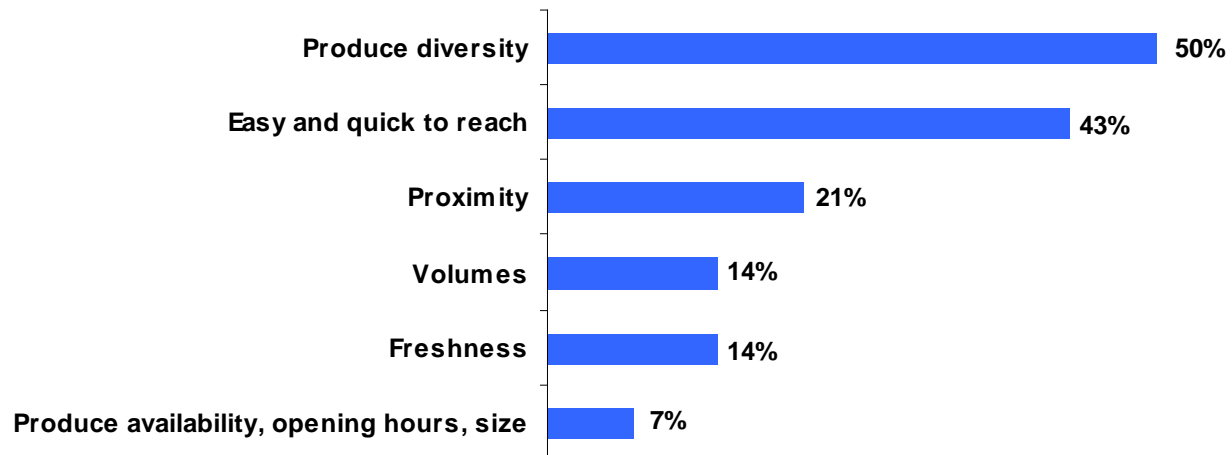




CUSTOMERS

Wholesale markets are well adapted to the customers' needs

France - Why are they adapted to your needs?



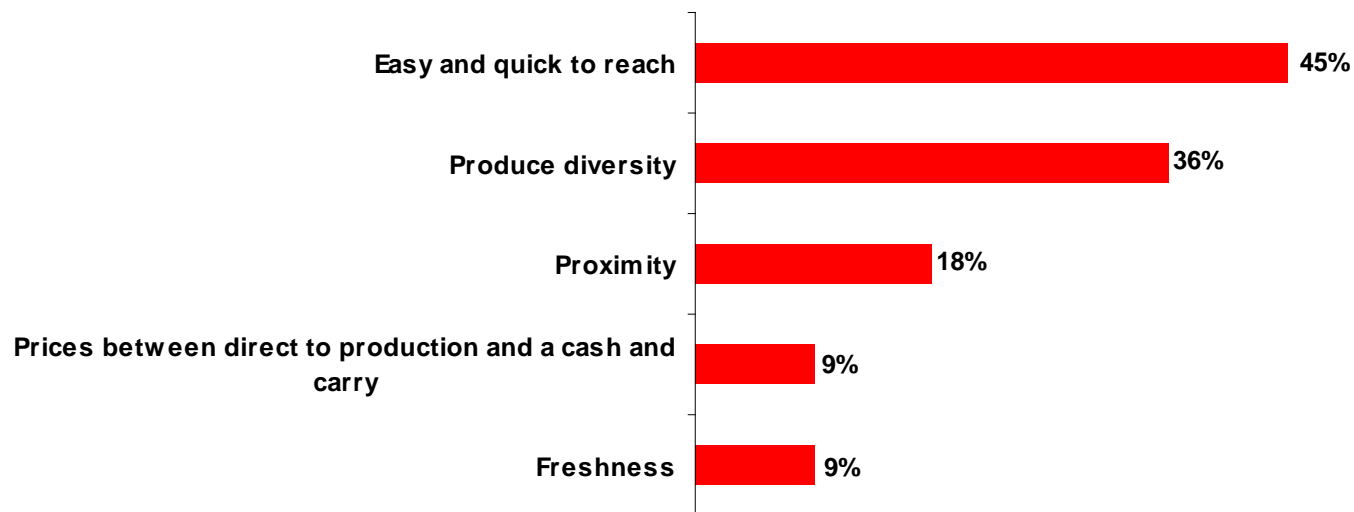
Spontaneous answers



CUSTOMERS

Wholesale markets are well adapted to the customers' needs

England - Why are they adapted to your needs?



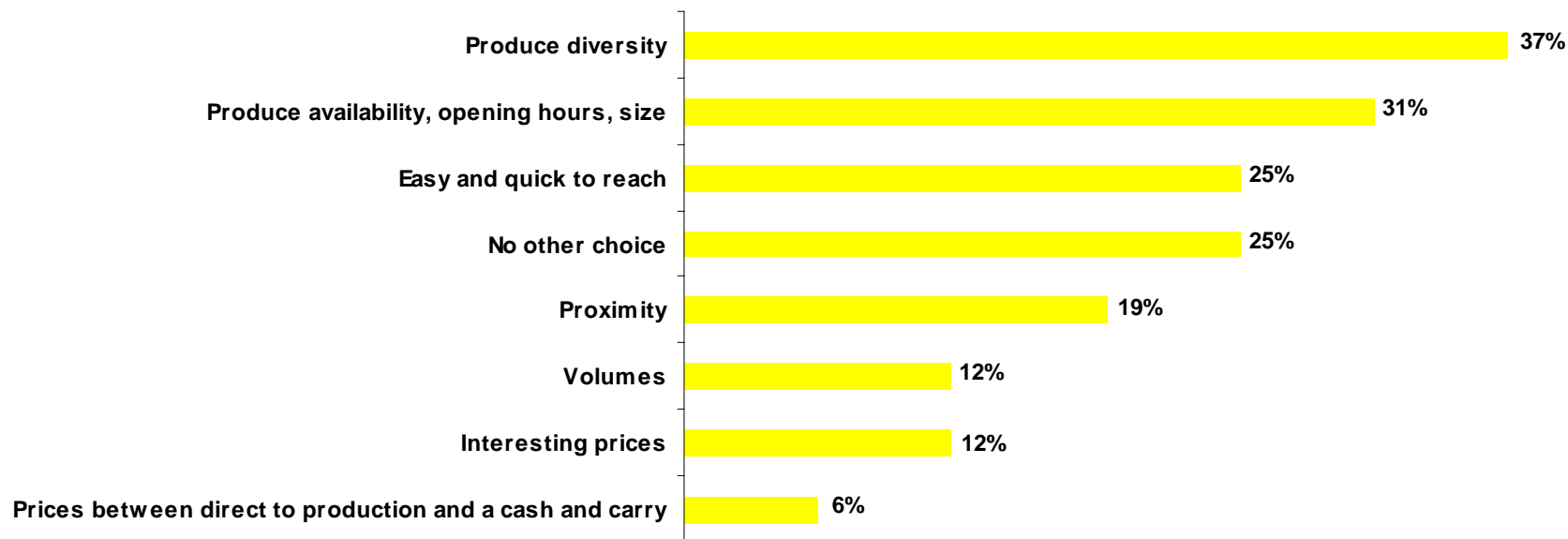
Spontaneous answers



CUSTOMERS

Wholesale markets are well adapted to the customers' needs

Spain - Why are they adapted to your needs?



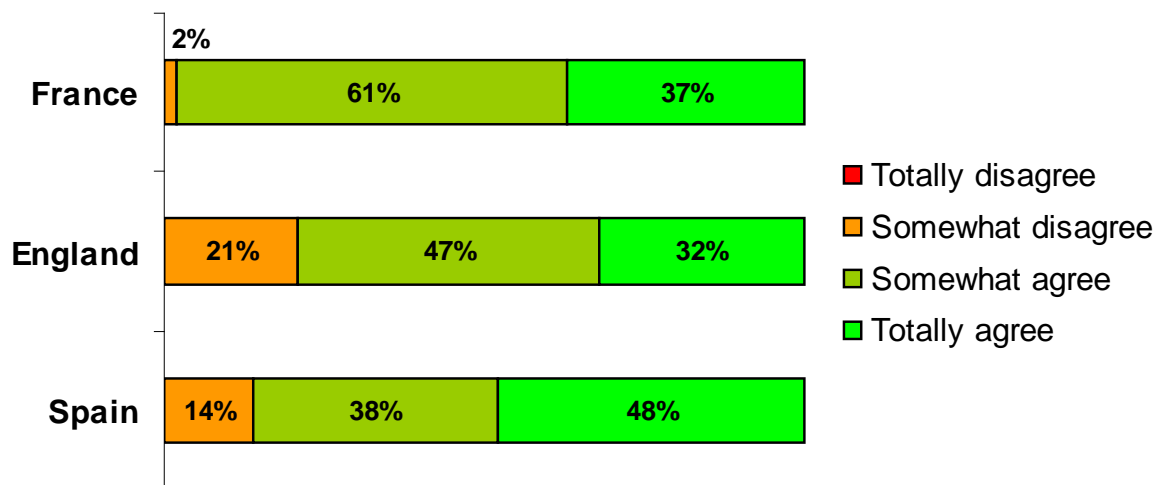
Spontaneous answers



CUSTOMERS

Wholesale markets have a good price/quality ratio

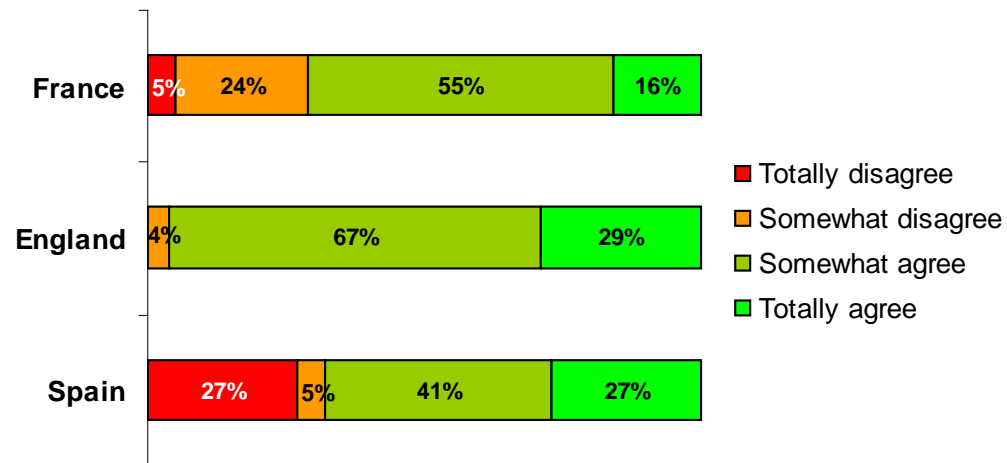
Do wholesale markets
have a good price/quality ratio?



CUSTOMERS

Wholesalers are good advisers

Do wholesalers correctly advise you?

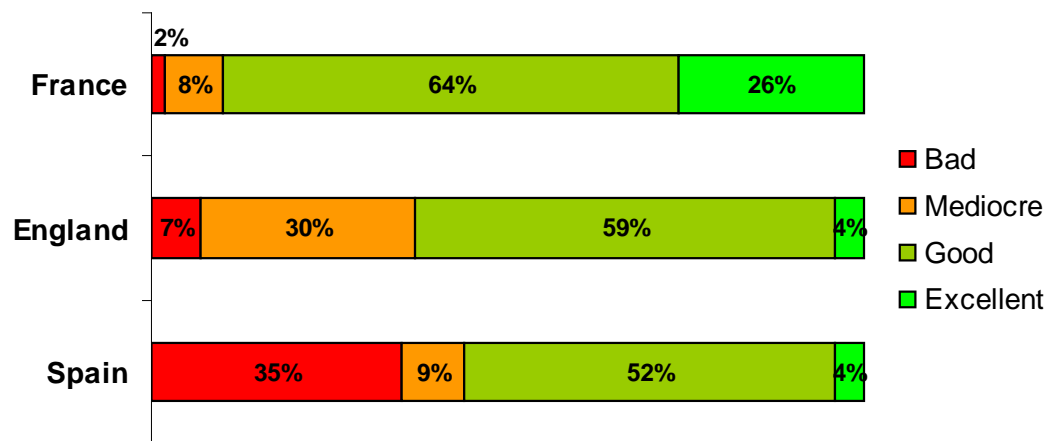


- The British wholesalers seem to perform in advising their customers correctly



CUSTOMERS A good level of information

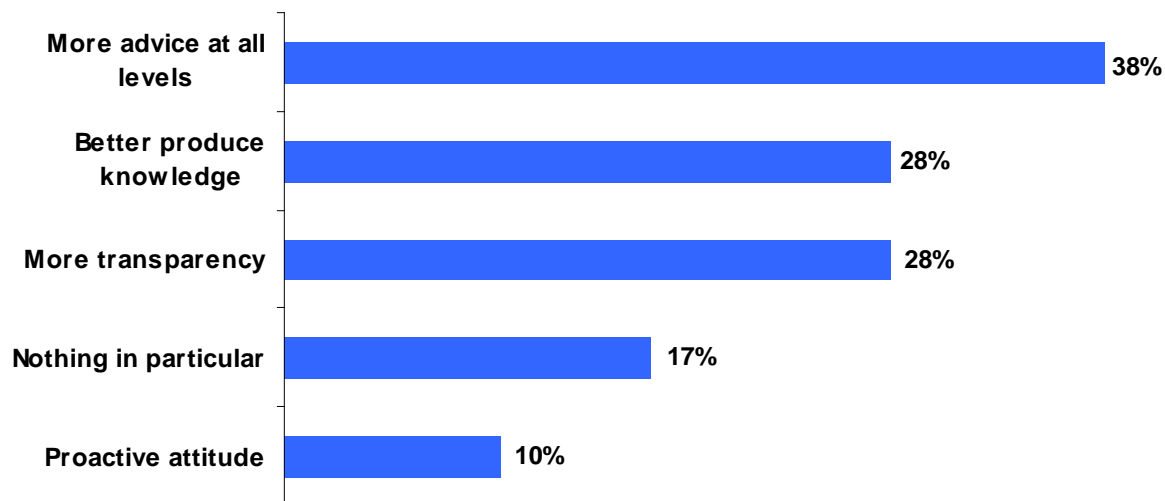
How do you evaluate the information provided by the wholesalers about their sourcing practices?





CUSTOMERS General expectations towards wholesalers

France - What do you expect from your wholesalers?

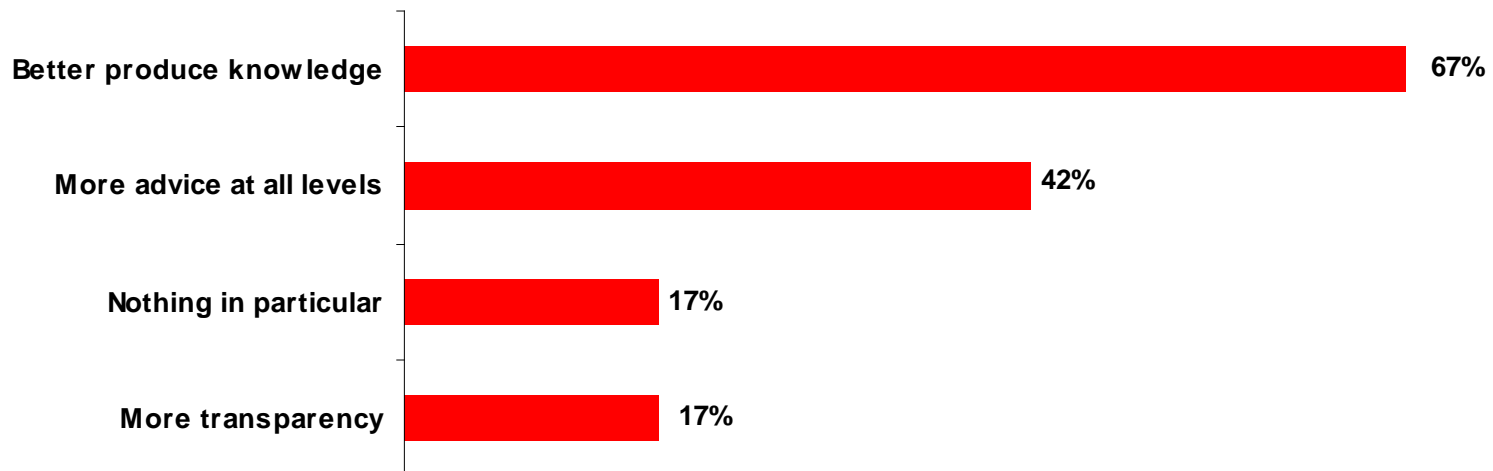


Spontaneous answers



CUSTOMERS General expectations towards wholesalers

England - What do you expect from your wholesalers?



Spontaneous answers



CUSTOMERS

General expectations towards wholesalers

Spain - What do you expect
from your wholesalers?



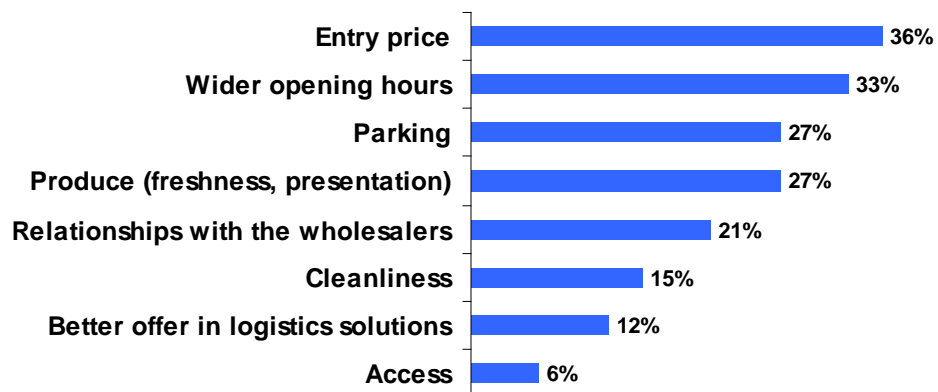
Spontaneous answers



CUSTOMERS

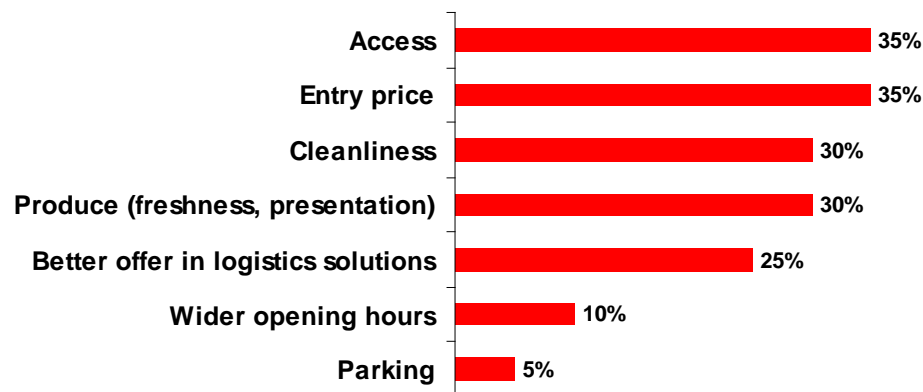
Expectations quite similar from a country to another

France - On what items could wholesale markets make significant improvements?



Spontaneous answers

England - On what items could wholesale markets make significant improvements?



Spontaneous answers

Spain - On what items could wholesale markets make significant improvements?



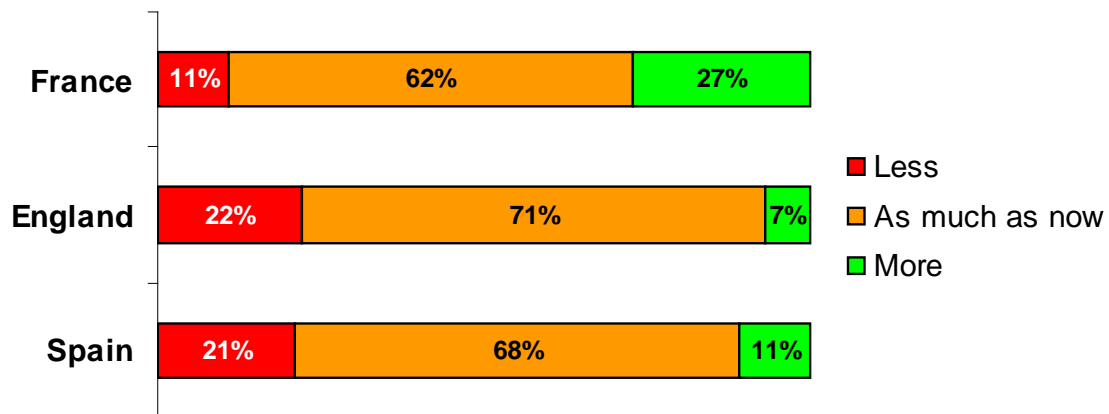
Spontaneous answers



CUSTOMERS

Purchases at wholesale markets likely to remain stable

Forecasting - In 10 years, do you think you will need the wholesale markets less, as much or more than you do now?



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Main Speaker:

Pierre BLEZAT, Managing Director of Blézat Consulting



THE NATIONAL RETAIL
PLANNING FORUM

Case study:

George NICHOLSON, Secretary of the Retail Planning Forum