



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

Session 3:
**Do we need to reinvent the relationship between
producers and wholesalers?**

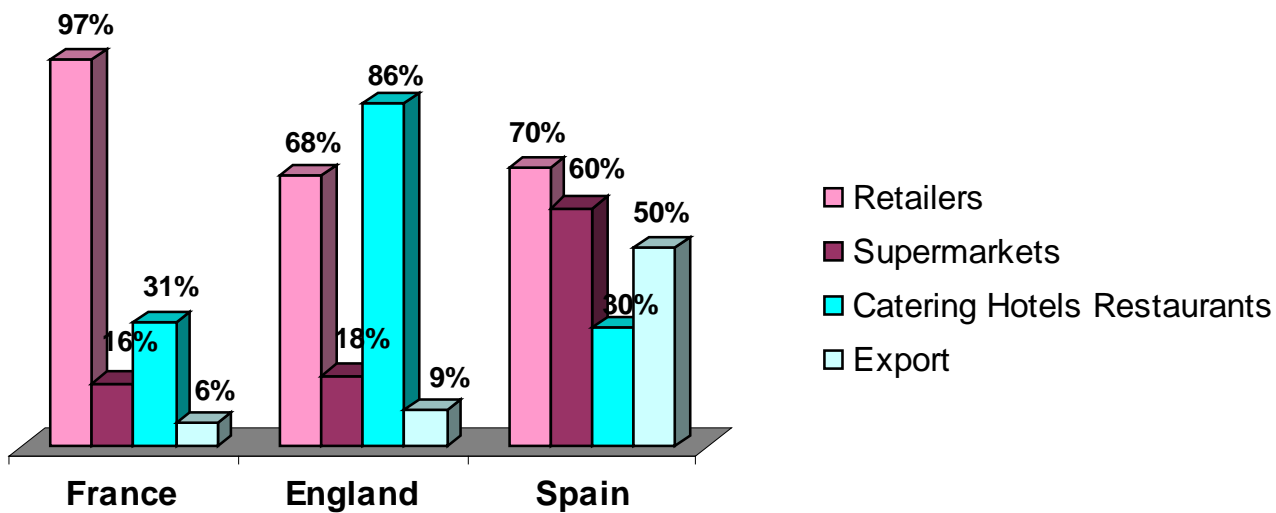




PRODUCTION

Customers targeted when selling to wholesale markets

What kind of customers do you target when selling your produce to wholesalers?

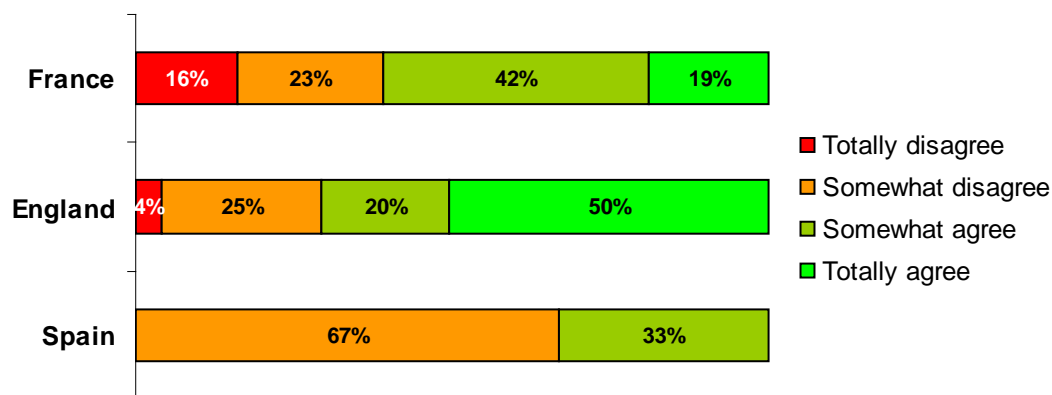




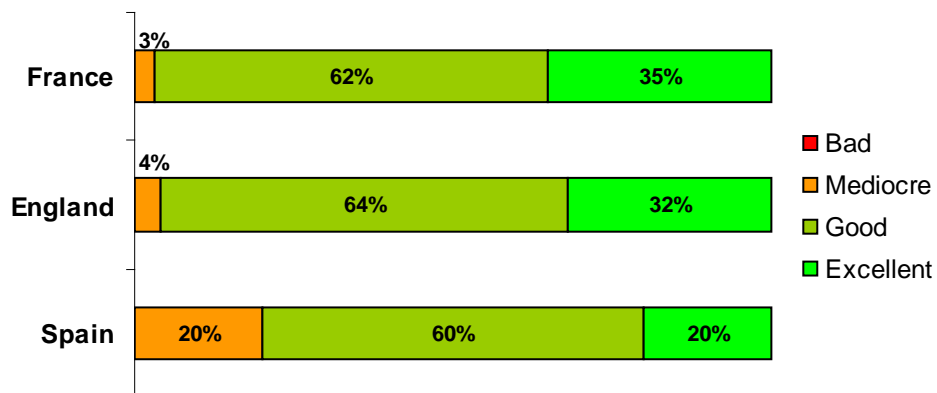
PRODUCTION

Satisfaction towards the wholesalers

Do wholesalers add value (promote, bring service) to your produce?



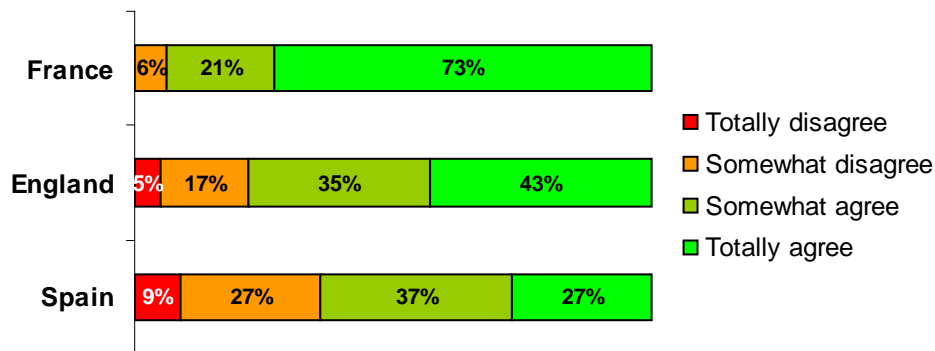
How do you evaluate your relationship with the wholesalers?



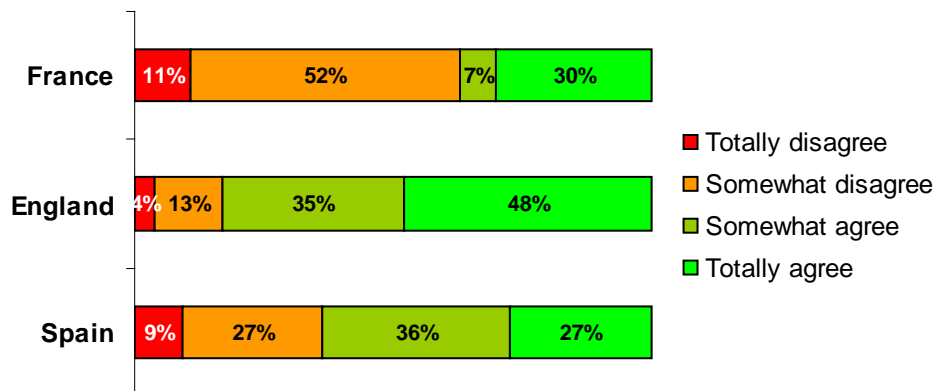
PRODUCTION

Items of particular interest when supplying wholesale markets

Is the opportunity of selling significant volumes
a major interest of wholesale markets?



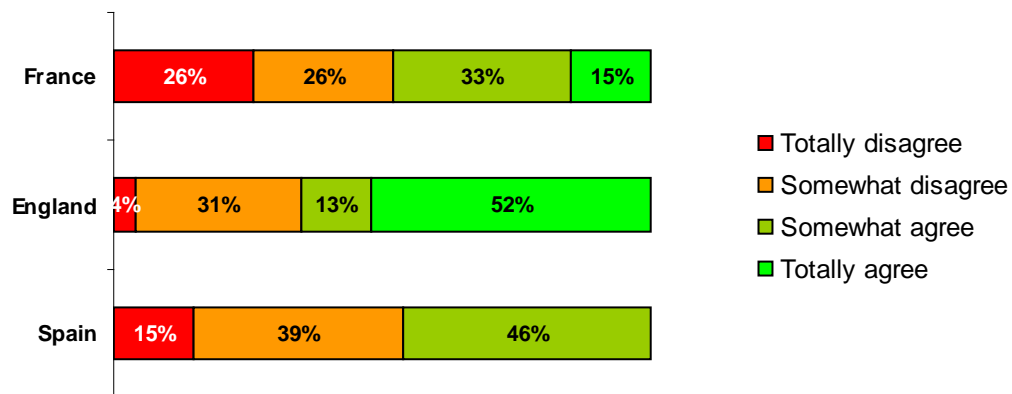
Are the wholesalers' buying prices
a major interest of wholesale markets?



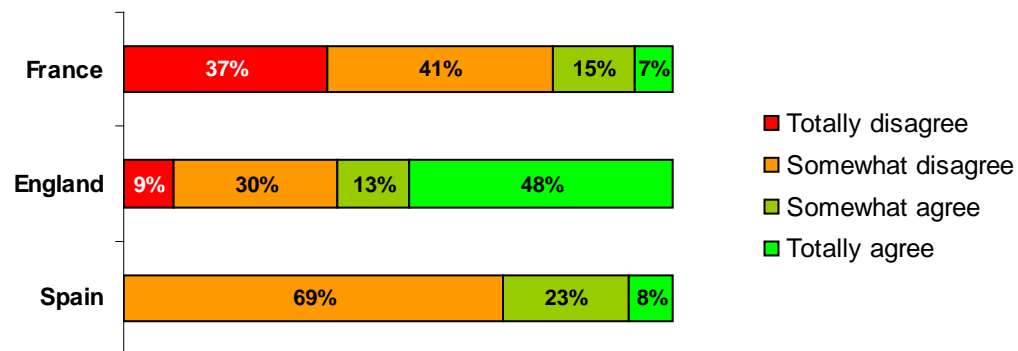
PRODUCTION

Items of particular interest when supplying wholesale markets

Is the value added by the wholesalers a major interest of wholesale markets?



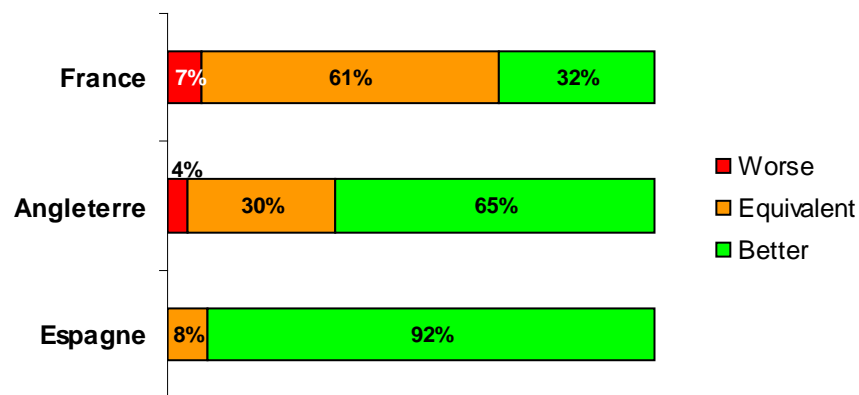
Is the wholesalers' expertise in selling produce a major interest of wholesale markets?



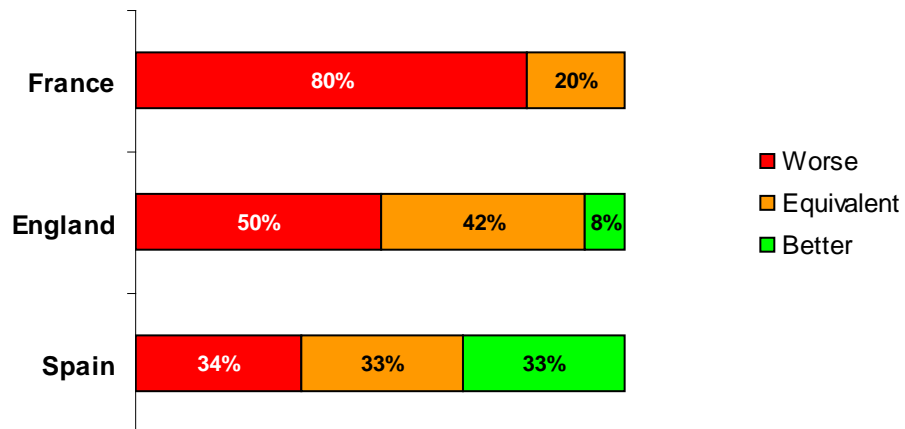
PRODUCTION

Value added in other distribution networks

How do supermarkets add value to your produce compared to wholesalers?



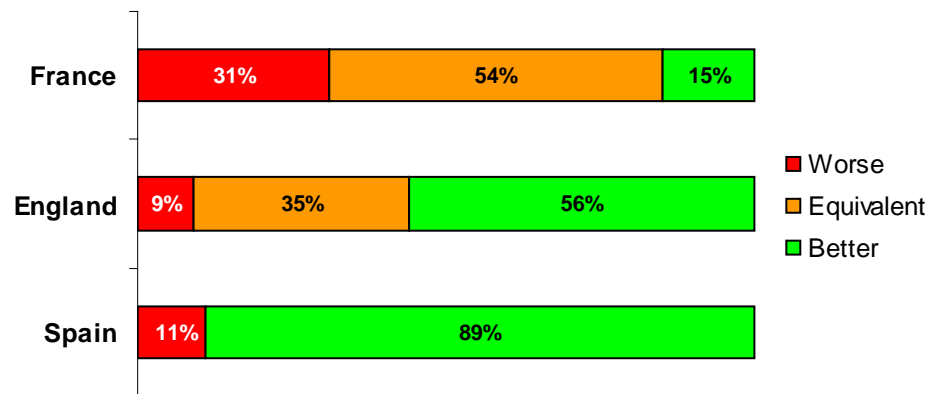
How do cash & carries add value to your produce compared to wholesalers?



PRODUCTION

Value added in other distribution networks

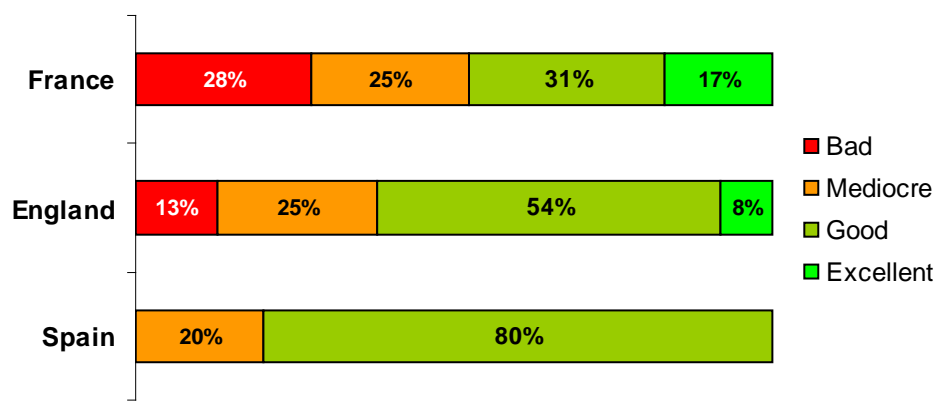
If you sell direct to retailers, how do they add value compared to wholesalers?



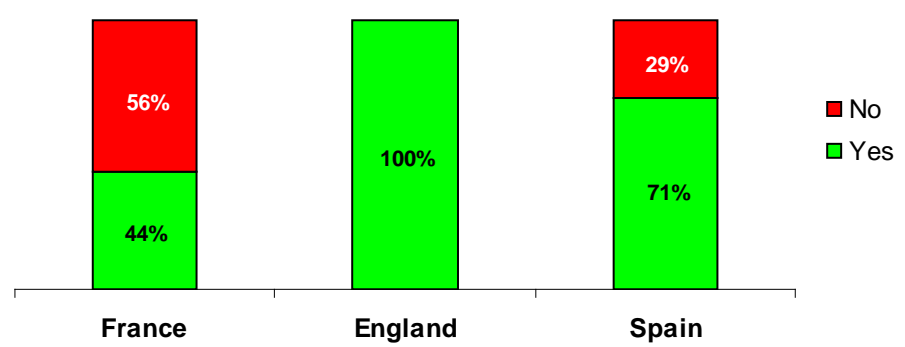
PRODUCTION

Knowledge of the customers buying at wholesale markets

What knowledge do you have of the wholesale markets' customers?



Do wholesalers give you feedbacks on their customers' expectations?

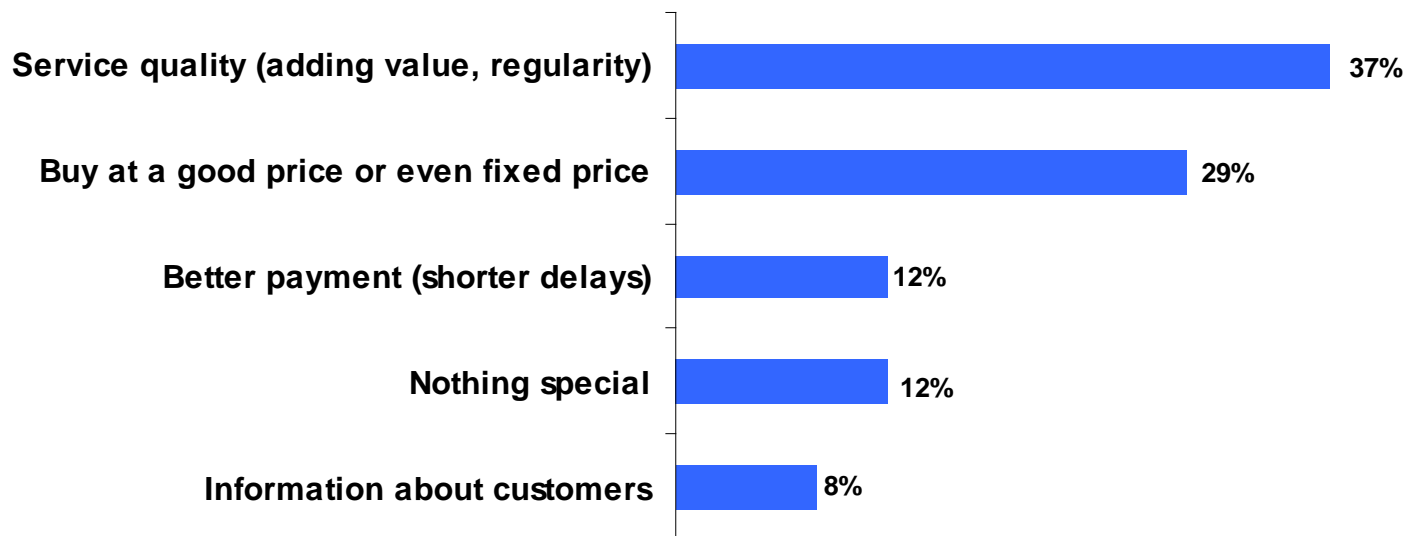




PRODUCTION

French producers expect more services

France - What do you expect from your wholesalers?



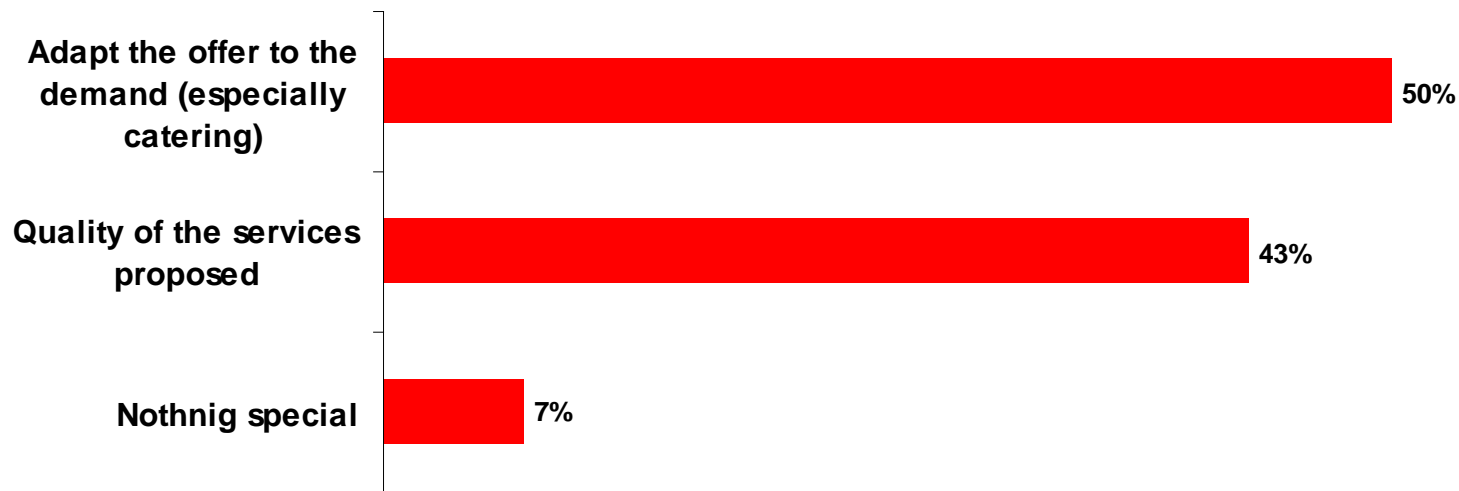
Spontaneous answers



PRODUCTION

British producers wish to adapt their range to the catering industry

England - What do you expect from your wholesalers?



Spontaneous answers



AMONT

Spain producers request more transparency and better prices

Spain - What do you expect from your wholesalers?



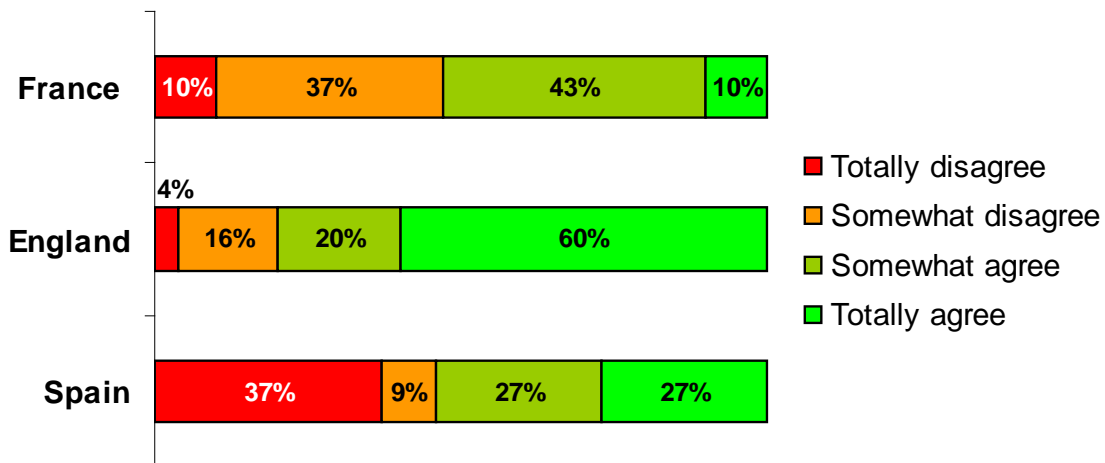
Spontaneous answers



CUSTOMERS

Mitigated answers about buying direct to production

Would you prefer a closer relationship with producers?

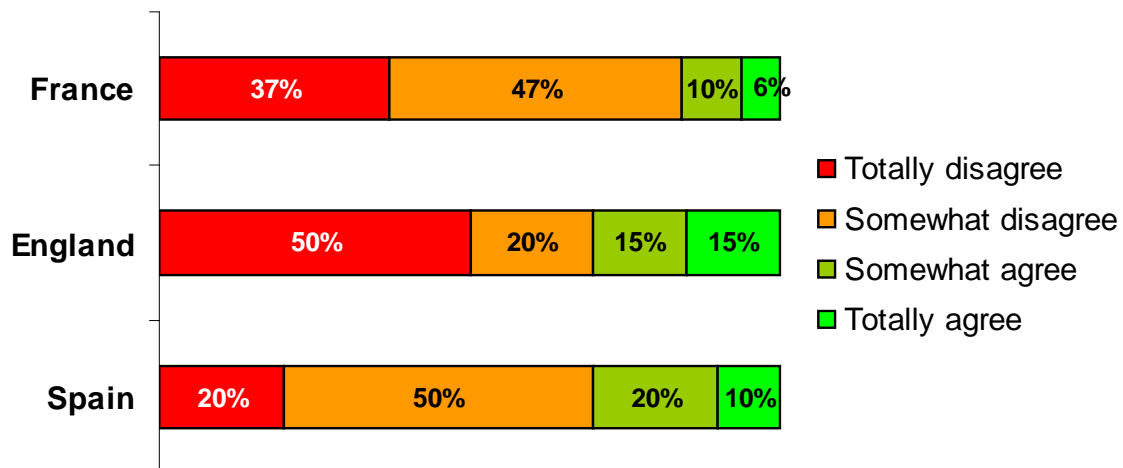




PRODUCTION

The question of contracts between producers and wholesalers

Do you wish to contract your sales
with the wholesalers?

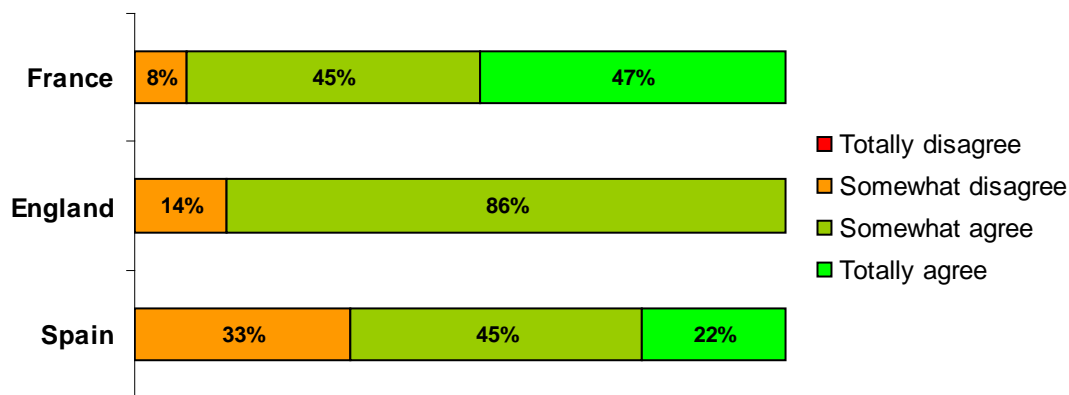




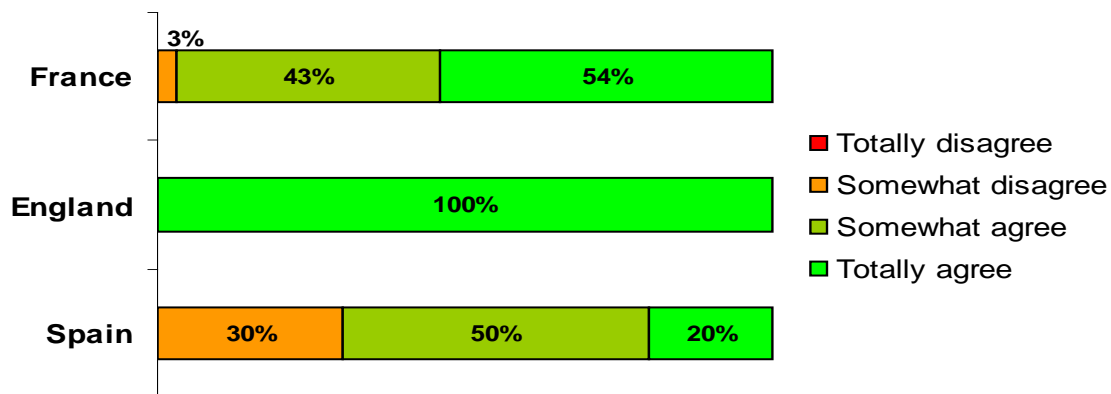
PRODUCTION

Forecasting the role of wholesale markets

Forecasting - Do you think that in 10 years you will still need wholesale markets as much as you do now?



Forecasting - Do you think that wholesalers are essential to your activity?



Session 3: Do we need to reinvent the relationship between producers and wholesalers?



Main Speaker:

Julian BRIZ, Professor at the Polytecnic University of Madrid



Case Study:

Gérard BAGLIN, Professor at HEC Paris