

The Role of Retail Organisations as an Active Link in the Production Chain

Grit Munk

Senior Economic Advisor

The Danish Consumer Council

Fiolstræde 17 ■ Postboks 2188 ■ 1017 Copenhagen K
Tel. 77 41 77 41 ■ www.fbr.dk ■ Email: fbr@fbr.dk
Subscription to Tænk: Tel. 77 41 77 77 ■ Email: abn@fbr.dk



We have the attitudes!

Private

**The Danish
Consumer Council**

Public

Ministry of Family and Consumer Affairs

Consumer Agency

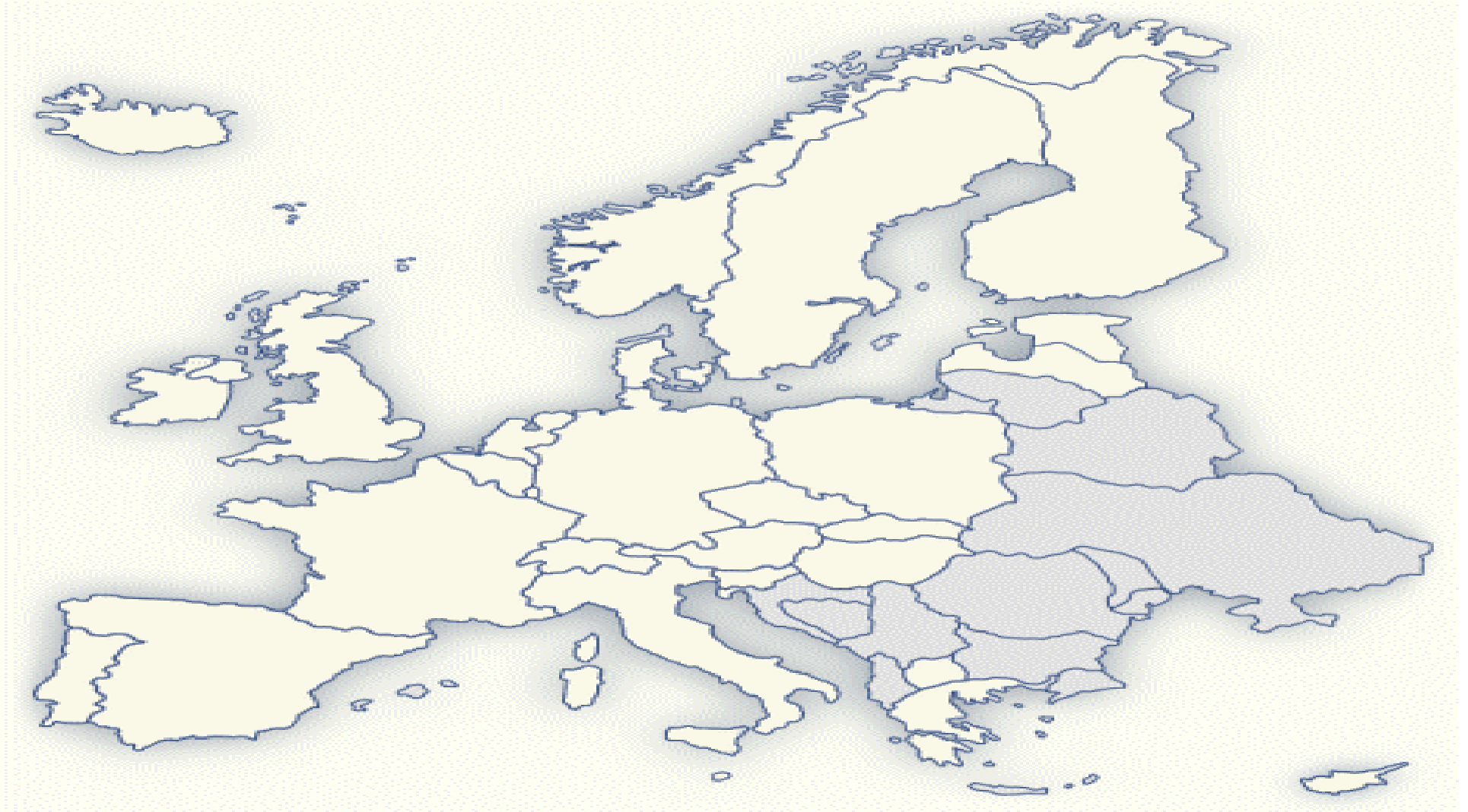
Complaints Board

Ombudsman

BEUC

(The European Consumers' Organisation)

38 members in 28 countries



Good things...

- Consumers do care:
45% of Danish consumers have chosen not to buy a product for political, ethical or environmental reasons
- 50 % of the milk sold in Copenhagen is organic - consumers DO act as they talk

Good things...

- Coffee as an example of a product that has changed from being a “special offer product” to a specialised high quality product - which also leaves room for fair trade etc.
- One retail chain has succeeded in aiming at being in front on sustainable products
Result: a good reputation and economic growth

Bad things...

- 75% of Danish consumers spend less than 15 minutes on a visit to a supermarket - you buy what you see!
- Danish retailers focus on price competition - which means fewer products and less choice - and less room for “experiments”
- Good placement in the supermarkets costs
- Some sustainable products do not reach the market because of producers of conventional products

To think about...

- Retailers say that the organic and fair trade products will be there if consumers demand them

We say that the products need to be in the shops before consumers come to know them, trust them and buy them

To think about...

- A small group of conscious consumers can't change the world alone

Retailers need to take responsibility: Raise the lowest level of products

We want...

- Clear, comprehensible and reliable information when shopping
- Access to (a broad assortment of) sustainable products in supermarkets
- Sustainable products placed where you can see them
- The worst products out of the shops