

As a marketer who has worked in several companies on the supply side in the FMCG sector for over 12 years, I am fully supportive of the draft recommendations in the summary report. As retailers have demanded more from suppliers in terms of margin and other fees/charges, the resulting impact is that many products I have developed and managed, have been subject to cost reduction initiatives to ensure that my company can still make a margin on these products. In the case of food and beverage products this often means that nutritional profiles and taste are compromised, which is not fair on the end consumer of the product, and not in line with current health trends. In addition, true innovation has been deemed as risky by many FMCG companies operating on lower margins, meaning that the NPD launched in NZ is lagging behind other countries in terms of uniqueness. Overall the NZ consumer, the ones that we are all as an industry, are supposed to be putting first in priority, is being treated poorly in terms of a quality, diverse product offering, and this shouldn't be permitted to continue.