

## A Joined Up Supply Chain

Waitrose Select Farm Milk

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IDF World Dairy Summit  
Melbourne 2004



## Introduction

- Partnership
- D & JM Homer
- Crown Estate tenant
- 170 Holstein Friesians
- 1.4 Million Litres/ Yr



## Background

- Sovereign
- Waitrose Supermarket
- Dairy Crest
  - Unique Partnership
  - High Value Ethos



## Waitrose Select Farm

- Milk January 2000
- Cream June 2003
- The future.....



## Group Structure

- 65 Farms
- Volume of 100 million litres/year
- Regular round table meetings
- 3 elected farmers



## Differentiation

- Very High Quality
  - Stockmanship
  - Hygiene
  - Farm appearance
- Fully Traceable...

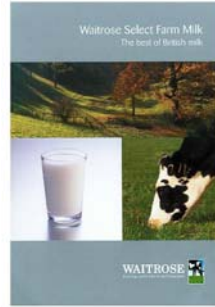


## Traceability

- **Dedicated** farms and farmers
- **Dedicated** farm collection vehicles
- **Dedicated** processing



## In Store promotion



## Point of Sale Information

Shelf Barker



## Select Farm Producer Database

- Valuable data returned on:  
farm type, farm size, herd size, quota held, production profile, planned volume changes, parlour configuration, housing types and feeding systems
- This depth of information is unique to the Select Farm Scheme



## Database

- Exercise provides key information on pool at critical point in development of Select Farm Scheme
- Greater depth of information than available to any other purchaser
- Information facilitates
  - informed decision making
  - unique database for answering consumer questions
- Detailed report produced



## Sales Performance

### Year one

- Milk sales (Waitrose) increased by 12%

### Last 12 months (03/04)

- Select Farm Milk + 7.5%
- Select Farm Cream + 9%



## Pro's /Con's

### PROS

- Collaboration
  - Database
  - Supply chain awareness
- Adding Value
  - More than £/\$
- 'Niche'
  - Retailer/Customer
- Quality at Fair Price

### CONS

- Attaining and Maintaining Standards
  - Cost
- 'Security'
- Logistics



## A Joined up Liquid Milk Supply Chain

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