

Bayer CropScience

EXPERT OUTCOME

Background

Bayer CropScience is one of the world's leading innovative crop science companies in the area of crop protection, non agricultural pest-control, seeds and plant biotechnology. It operates in a dynamic arena and had a specific desire – how to ensure the company's food chain strategy in the UK remains proactive to supply chain issues and stays ahead of the game on emerging food industry topics.

With such a diverse number of issues to be considered, including residues, chemical safety and handling, biodiversity and the environment, packaging, carbon footprint, food miles, and ethics, amongst others, Bayer CropScience approached England Marketing to design a research

programme that would enable the views of all stakeholders within the food chain to be identified and addressed.

Methodology

After the initial consultation, England Marketing created a database of all the key players within the food chain covering growers, retailers, manufacturers, distributors and trade bodies. From this list, in-depth telephone interviews were carried out with over 100 respondents to identify the key issues for each group within the food supply chain.

Outcomes

Following the research, a detailed report was created which highlighted the issues raised, quantified them in the order of importance for each group and identified the current key influences within the food supply chain and how these relate to Bayer's Food Chain Strategy.



You have done a great job! The results are most interesting and include important information about the priorities of the food supply chains.

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