



News Release

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**NEW N.G.A. SURVEY RESULTS RELEASED AT THE 2007 N.G.A. ANNUAL
CONVENTION AND SUPERMARKET SYNERGY SHOWCASE -
TRADING PARTNER BARRIERS AND BEST PRACTICES:
THE 21ST CENTURY SALES CALL**

Arlington, VA – The National Grocers Association (N.G.A.) and PMG, LLC have just released results from a survey on barriers to trading partner collaboration between independent retailers, wholesalers food brokers and manufacturers.

N.G.A. and the Industry and Trade Relations Executive Council (ITREC) polled independent retailers, wholesalers, food brokers and manufacturers to gauge the level of interaction and collaborative efforts among trading partners. They specifically looked into:

- What makes a successful sales call;
- How to make a sales call appointment more productive;
- How to eliminate the barriers to a successful sales call;
- How to improve information exchange between trading partners; and
- Ideas to communicate once the face-to-face call is over.

The results manifest many of the keys the N.G.A. puts forth in its working agenda such as the goal of looking for ways to help our members compete more effectively, developing the next generation of quality people and assisting retailers and wholesalers with the vision of operating as part of a virtual chain.

Key Survey Findings:

- Looking at the results of the survey, two themes continually appear – the need for better communications between all parties in the value chain (especially the use of the Internet and email), and the development of people who have the proper set of knowledge, skills and abilities to best serve their customers and parent organizations.
- One positive finding was that the relationship between independent retailers and wholesalers are improving. At least sixty-six percent of retailer respondents said the level of collaboration with wholesalers was above average or excellent.
- Wholesalers and Manufacturers reported that there is an above average interest in sharing information via internet. Eighty-nine percent of retailers are interested in better utilization of the internet for efficient and collaboration efforts. Eighty-eight percent are interested in getting category management feedback via the internet.

The Industry and Trade Relations Executive Council (ITREC) mission is “to create additional value for representatives of each of the individual councils within N.G.A.’s formal structure: Single Store Operator Executive Council, CPG/Supplier Advisory Council, Community-Based Retailer Executive Council, Regional Retailer Executive Council, Wholesaler Executive Council and Food Industry University Council, by bringing all groups together to collaborate and share ideas about how to best work together and address the relevant issues that all groups are encountering.” The council is comprised of a total of sixteen industry executives, and facilitated by Bill Drake of Cornell University.

The survey is available to N.G.A. members and non-members at no cost. For more information or to order visit www.nationalgrocers.org or contact **Adam Dreyer** at adreyer@nationalgrocers.org or (703) 516-8832.

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N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating a variety of formats. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Some are publicly traded but with controlling shares held by the family and others are employee owned. Independents are the true “entrepreneurs” of the grocery industry and dedicated to their customers, associates, and communities. N.G.A. members include retail and wholesale grocers, state grocers associations, as well as manufacturers and service suppliers. For more information about N.G.A. and the independent sector of the industry, see the N.G.A. website: www.NationalGrocers.org.