Joint Industry Project
On Efficient Consumer Response (ECR)

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Background

ECR is an industry study in which distributors, suppliers, and brokers identify methods for bringing even greater value to the grocery consumer. This greater consumer value is created by better products, better assortments, better in-stock service, better convenience, and better prices delivered through a leaner, faster, more responsive, and less costly supply chain.

Over 100 distributor, supplier, and broker companies are participating in one or more of the ECR committees, with well over 200 executives involved. This prodigious effort is supported by 11 trade associations and over 30 consulting companies.

A Perishables Work Group has been formed within the ECR project to study the application of ECR concepts and practices to perishable product categories. This group expects to publish a report in early 1995.

Jerry Metcalf, formerly CEO of Scrivner, Inc., has resigned as co-chair of the ECR executive committee. David Jenkins, vice chairman of ECR and a director at Sainsbury International, will represent the distributor community as co-chair for the balance of 1994.

The ECR project’s first major report, “Performance Measurement: Applying Value Chain Analysis to the Grocery Industry,” has been published and is available from GMA. The Executive Committee has approved eight reports for publication by December.

Following is the status of ECR reports:

Publications Currently Available

Category Management Executive Summary, Best Practices Report
Efficient Consumer Response: Enhancing Consumer Value in the Grocery Industry
Efficient Consumer Response: Getting Started
Efficient Consumer Response: Survey of Perceived Barriers and Opportunities
Performance Measurement--Applying Value Chain Analysis to the Grocery Industry

Kiernan is Executive Director of the Grocery Manufacturers of America.

Scan Data Accuracy Brochure

December 1994

Activity-Based Costing for Food Wholesalers and Retailers
ECR Report on Continuous Replenishment
Electronic Data Interchange Best Practices: Purchase Order to Payment
Category Management ECR, Best Practices Report
Computer Assisted Ordering, Best Practices Report
Direct Store Delivery, Best Practices Report
ECR Core Technology Infrastructure Guidelines
Management of Large-Scale Organizational Change: ECR Applications

First Quarter 1995

A Universal Consumer Goods U.P.C. Catalog White Paper
Achieving Efficient Assortment
ECR: Wholesaler and Independent Retailer Getting Started
Efficient New Product Introduction Using ECR Principles
Evaluation of Store Level Data Collections and Services
Evaluation of Value Added Network Services
Getting Started in ECR: Building Your Company Roadmap
High-Tech Cross-Docking, Best Practices Report
Low-Tech Cross-Docking, Best Practices Report
Pallet, Best Practices Report
Perishables Report
Shipping/Receiving, Best Practices Report

ECR Conference 1995

Plans are well under way for a joint industry ECR conference to be held January 18-20, 1995 at the Hyatt Reunion Hotel in Dallas, Texas. The conference will feature general sessions on organizational change, product flow, demand flow, and category management. In addition, 25 breakout sessions will
showcase the work of the ECR committees and provide hands-on learning to the entire industry in each of the ECR project areas.

**GMA Action**

- GMA's education program provides GMA members with significant opportunities to learn more about key elements of ECR. A complete list of future GMA conferences and seminars where various elements of ECR will be addressed is available from GMA.

- GMA will continue to publish a quarterly special report on ECR to keep members informed.

- GMA will continue to provide leadership and staff support across all ECR committee activities and publications.

GMA staff contacts: Patrick Kiernan and Mike Maurer