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# Joint Industry Project On Efficient Consumer Response (ECR)

**Patrick Kiernan**

## **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

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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**