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An Tanaiste Mary Coughlan TD
Department of Enterprise, Trade & Employment
23 Kildare Street
Dublin 2
PRIVATE

18th September 2009

REF: Grocery Code of Practice

Dear Tanaiste,

Having consulted with our Grocery members it is our view that the implementation of a Grocery Code of Practice is unworkable. As you are aware from previous submissions, there is considerable liquidity in the Irish grocery supply chain permitting retailers to source branded and generic product from alternative sources. This process of "shopping around" has resulted in greatly reduced prices to the Irish consumer.

The implementation of a Code of Practice will simply add to the burdensome costs which apply to this sector.

A Code of Practice should not support Irish based suppliers whose business models have delivered excessive prices to the Irish grocery market. An independent benchmarking of supplier prices into the UK versus ROI market will further underline the excesses which exist in the Irish supplier model.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Fitzsimons".

David Fitzsimons
Chief Executive Officer

