

Delivering on a brand promise from supply chain to customer

MOM's Organic Market

How can retailers advance sustainability by better engaging with the brands they carry?

PROCESS

- Develop supplier questionnaire based on brand promise to customers
- Engage with existing suppliers to ensure complete and timely responses
- Evaluate each supplier response to help inform purchasing decisions, ensuring minimum sustainability standards are met across all products

TOOLS



Supplier Survey
NOW AVAILABLE



PISC Partner Support
NOW AVAILABLE

ACCOMPLISHMENTS

- 27% Response Rate among non-PISC Members, 63% response Rate among PISC Members
- Successfully identified diverse pool of suppliers that meet MOM's sustainability standards
- Increased customer loyalty through commitment to sustainability standards and robust evaluation process

NEXT STEPS



- Identify areas of support needed for supplier network to improve sustainability performance
- Roll-out programs to deliver education, tools and resources for supplier improvement
- Increase leverage by engaging with additional retailers to develop industry-wide sustainability supplier survey

To find out more about this case-study visit the Pet Industry Sustainability Toolkit at www.petsustainability.org/toolkit.

***MOM's Organic Market** is committed to carrying sustainable products that our customers can trust. Our collaborative work with PISC has opened a door to a wealth of knowledge, and has helped us develop stronger relationships with our suppliers to improve supply-chain transparency.*

Lisa De Lima
VP of Grocery





Supply Chain

27% Response Rate
among non PISC Members

63% Response Rate
among PISC Members

57 Suppliers Surveyed

Farmer • Manufacturer • Brand • Retailer • Consumer

