

A Retailer View of Beef Quality

Ray Bowe

Head of Food Safety & Quality
Musgrave Retail Partners Ireland



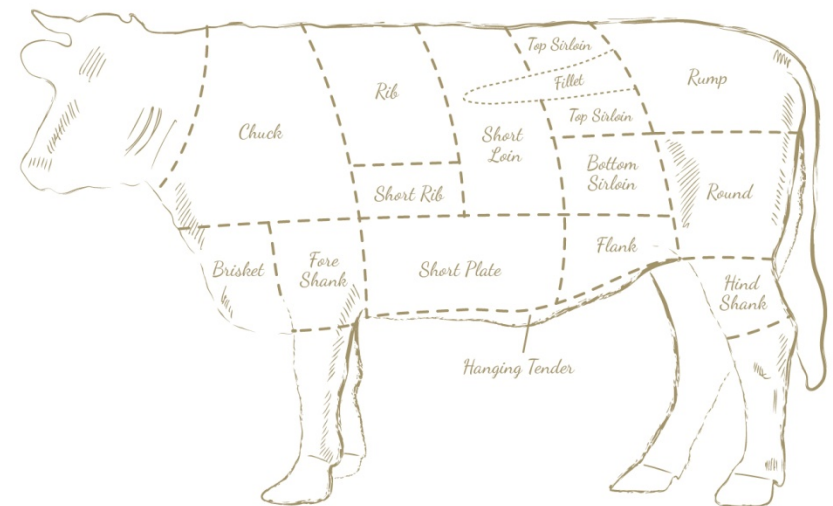
Bord Bia
Irish Food Board



MUSGRAVE
RETAIL PARTNERS IRELAND



- Introduction to Musgrave & Brands
- Role of Beef in Our Brand
- Quality Factors
- MRPI Approach to Beef
- Beef Quality
- Conclusions



Musgrave



1876

SuperValu
Tidy Towns



With our retail
partners we employ
more than
**35,000
PEOPLE**

With
an annual
turnover of
**€4.6
BILLION**



MUSGRAVE
RETAIL PARTNERS IRELAND

MRPI Brands

SuperValu

Real Food, Real People



Centra

SuperValu Fresh Category

SuperValu
Real Food, Real People



Factors Influencing Quality for Consumer

Eating Quality

Quality Value Relationship

Ad Campaign

Store Staff

Lighting

Reaction of Others

Reassurance of Origin

Previous Taste Experience

Packaging Format

Appearance on Display



Keys to Managing Beef Quality

**Stable
Supply
Chain**



Traceability



Relationships



Robust OMS

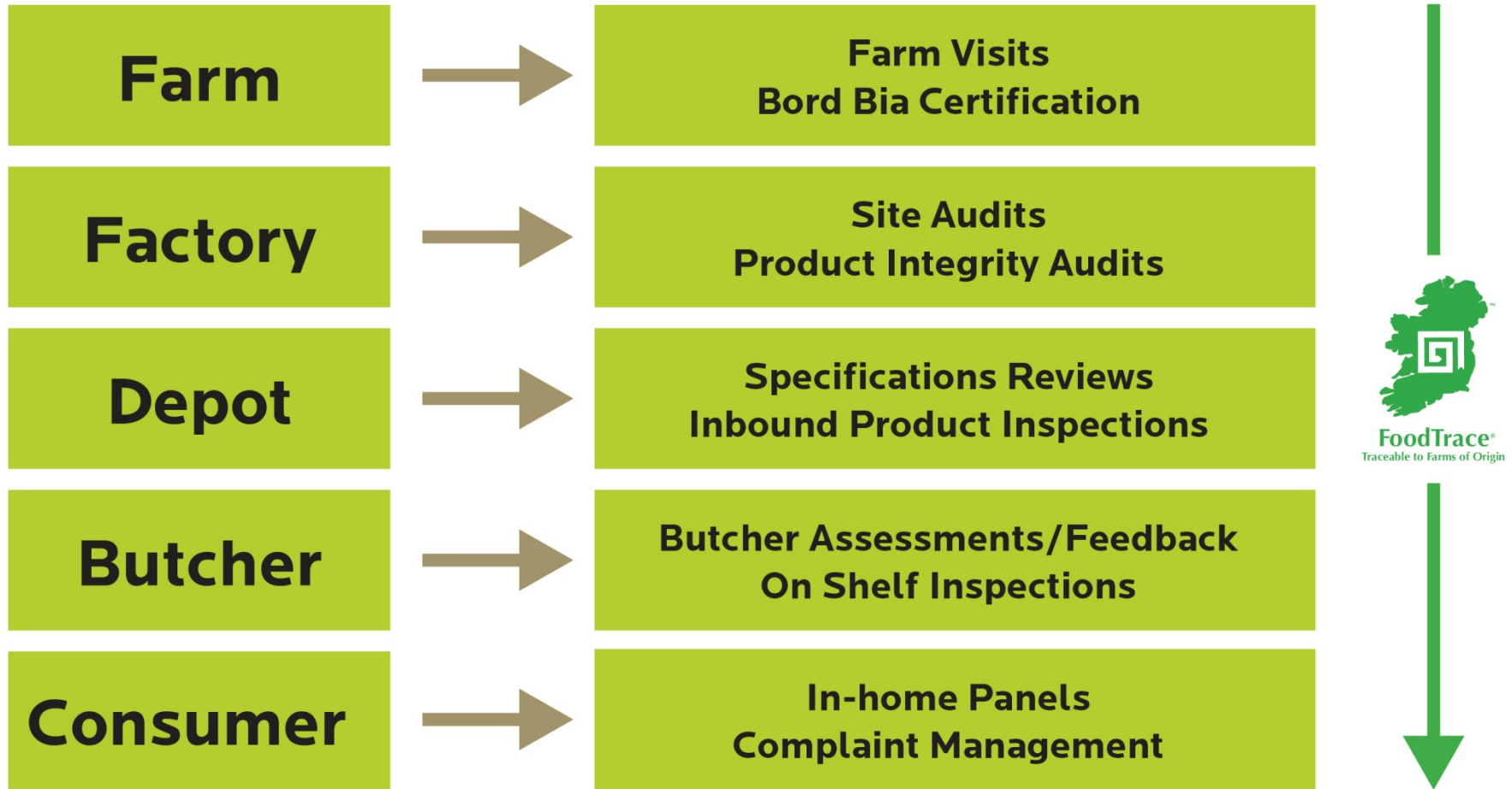


Specifications

Surveillance

**Internal &
External
Feedback
Loops**

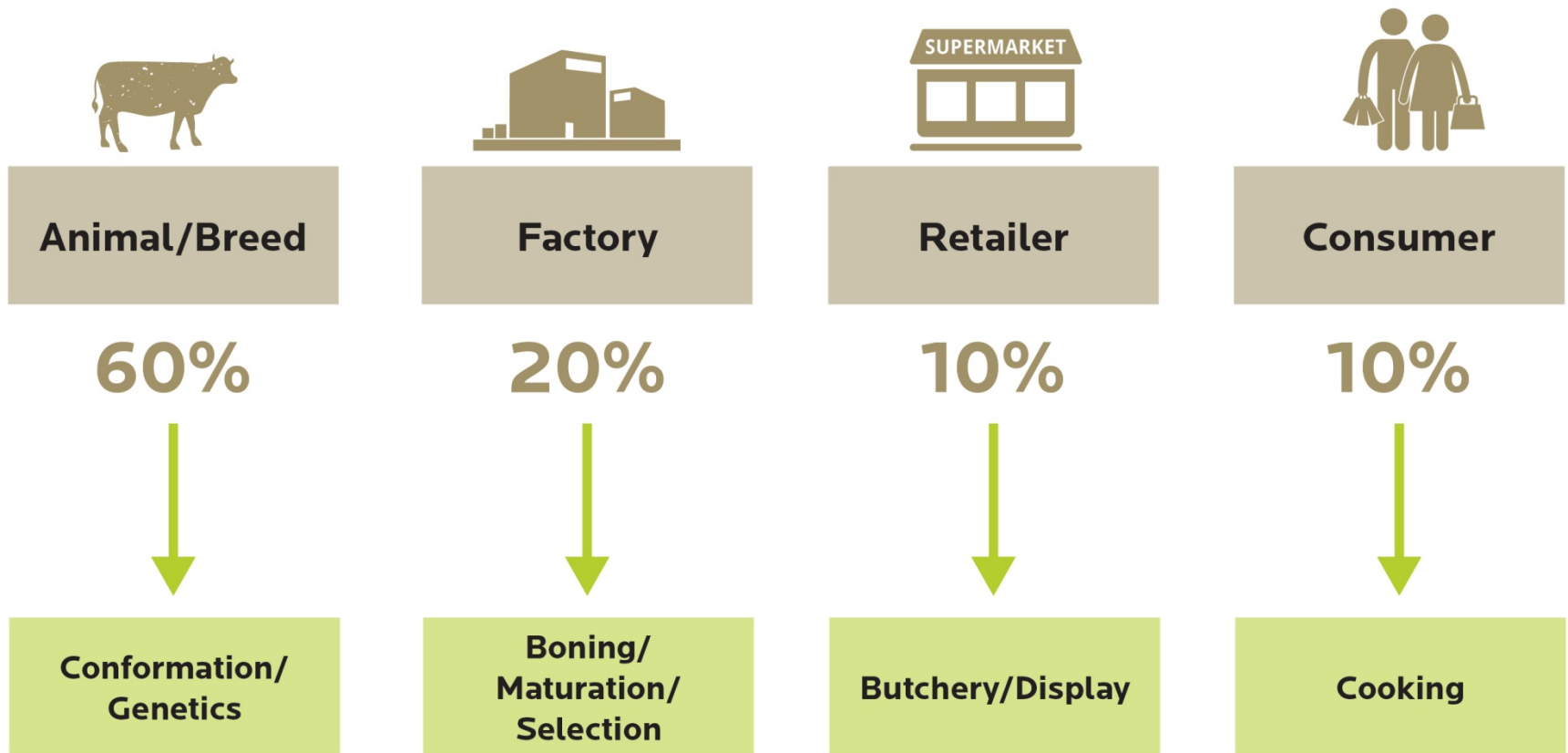
How We Manage Beef Quality



Specific Factors (Musgrave)



Impact on Quality



In Summary

Quality is achievable once every link in the supply chain is focused on the end result ...

a satisfied (repeat) consumer.



