Being prepared and responsible adapting the retailer-consumer relationship to climate change on food systems

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Disruptions to UK food supplies are predicted from a range of sources such as climate change, renegotiation of trade deal and global financial downturns that may increase prices and thereby adversely affecting UK consumer welfare and food security. These would particularly impact UK low income consumers ability to afford health diets and producers in low income countries to prevent poor sustainability practices. Food sector dominate retailers operate with global just in time supply chains that are competitive and efficient to keep food prices low. This has benefited low income households but with mixed health impacts and financial pressures for food producers hitting product and supply chain sustainability standards. The relationship between retailers in consumers is complex, with consumers putting their trust into retailers to 'solve' sustainability (e.g. food waste and excessive plastics) and health issues but retailers on the other hand tending to be very sensitive to consumer price demands. Disruptions have in the past increased food prices and caused retailers to switch suppliers to maintain 'full shelves'. As a result low income families have moving away from more expensive fresh fruit and vegetables to cheaper processed foods with poorer health benefits. Suppliers on the other hand have destroyed crops, gone out of business or overproduced resulting in degraded sustainability practices. This paper reviews research evidence of how retailers and consumers have reacted to food supply disruptions and the ramifications for produce and supply chain sustainability issues and healthy diets for low income households. It will develop approaches for retailers to adapt to disrupted food supply chains in a more sustainable way