

Grocery Code of Conduct Submission process

The Ministry of Business, Innovation and Employment (MBIE) are currently consulting on a [Grocery Code of Conduct](#), as part of the follow up to the Commerce Commission recommendations on the inquiry into the grocery sector.

Kore Hiakai endorses the need for a Grocery Code of Conduct and are broadly supportive of the policy proposals assessed in the consultation paper. We encourage you to make your own submission on this important topic to help Aotearoa to take back control of our food systems. Below is a short guide Kore Hiakai have prepared to assist others to make a submission on the Grocery Code of Conduct. Use this to explore and make a submission in your own words.

Download both the consultation document and the submission form here:
<https://www.mbie.govt.nz/have-your-say/grocery-code-of-conduct/>

Submissions are due at 5pm on 10 August 2022.

The submission is in the form of a series of questions asking your thoughts on various aspects of the proposed Code of Conduct. Some areas that you may wish to focus on answering in the Submission form are:

Question 1. which refers to the objectives and evaluation criteria in the Consultation document (Section 2.2 & 2.3)

- We think there is an opportunity to add an evaluation criteria focused on ‘Will this bring long-term benefit to consumers?’ to ensure that policy proposals will benefit consumers.

Question 5: which refers to section 4.2 on the purpose of the code.

- We have a strong preference for Option 3 which support economic development, Māori economic development and tikanga Māori provisions.
- We would like to see economic development extended to **local** economic development.
- We believe that actively promoting Māori economic development and tikanga Māori provisions provides a clear path for Māori, in particular iwi and hapū, to participate in the grocery retail sector.
- We believe that doing so will strengthen local economies and enable greater control and benefits to flow to communities.

Question 7: which refers to section 4.3 on overarching obligations.

- Our strong preference is for Option 3 Alternative Code, which allows for Māori economic development. We support the inclusion of paragraphs 83 and 84 in the consultation document which both uplifts Māori retailers and invites Te Tiriti o Waitangi into the practice of all retailers.

Question 9: which asks how the Code can best incorporate economic development objectives including those of Māori.

- We have suggested an advisory group to the Grocery Commissioner that develops a programme to meet Te Tiriti obligations and reports regularly on outcomes for Māori. We would love to have you add your ideas on this.

Questions 11, 12 and 13: Which focuses on the requirements for supply agreements: (section 5)

- We favour option 2 throughout as it upholds the power of the supply and therefore makes the whole supply chain more robust and capable of delivering good affordable food and goods to low income families.

Question 16: which focuses on shelf allocation and delisting (section 6.4)

- We are happy with option 2 but would favour option 3 as it shows decisions about delisting and shelf allocation are driven by 'genuine commercial reasons' and not an attempt for retailers to favour their own brands and therefore manipulate the behaviour of shoppers to favour their own products over others. This is more likely to deliver choice, as well better access to affordable, healthy food.