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Horizon, the new generation central buying platform launches its 1st French farming supply channel for free range eggs.

Fully in line with the commitments made at the government's national Food Summit, Auchan Retail, Casino group and Schiever announce the creation of common supply channels with the farming world. The first specific supply channel will be for private label brands of free range eggs for the three companies. Horizon, a "new generation" central purchasing platform backed by Auchan Retail, Casino group, Dia, Metro and Schiever, is thus materialising its commitments made at its launch in July 2018.

The channel will be for origin France eggs, produced on farms in which the hens live in the open air, feed on 100% French origin GMO-free cereals and receive no antibiotic treatment. In addition, the packaging in which these eggs will be sold, is made from recycled materials, is recyclable and biodegradable and is designed and manufactured in France.

Shoppers will thus find these eggs in stores under the private label brands of Auchan Retail, the Casino group and Schiever as of April 2019.

This innovative and responsible supply channel approach is part of long-term contractual arrangement for all the stakeholders contributing to it.

For the free range eggs channel, Auchan Retail, Casino group and Schiever have committed themselves, with the actors of the sector, to a minimum 3-year period and to guaranteed minimum volumes.

As far as setting prices, this approach is based on a confidence agreement that includes all of the channel's stakeholders: farmers, feed suppliers for the hens, industrialists and supermarkets. It provides for a half-yearly price mechanism, one that includes all the actors and providing fair and balanced payment for each stakeholder in the chain. The transparency of this price-setting mechanism is exactly in line with the spirit of the Food Summit since it will be based on the farmers' production costs.

The creation of other farming supply channels is under discussion with the actors of the farming world and these will be implemented during 2019 on the same terms and basis as for the free range eggs.

About Horizon

Horizon is a group of “new generation” central purchasing platforms backed by Auchan Retail, Casino group, Dia, Metro and Schiever. Horizon aims to update business practices between supermarkets and suppliers and to develop collaborative type negotiations that are balanced and innovative to everyone’s benefit, consumers, farmers, industrialists and supermarkets.

Horizon includes Horizon France which takes part in the negotiations with the major suppliers of National Brands (excluding fresh traditional agricultural or fishing products, excluding SMEs, MSBs and farmers), calls for tenders for overheads and the basic non-differentiating Private Labels and the development of common farming channels.

Internationally, Horizon International offers large brand suppliers international services based on the complementary geographic locations of its members, assists SMEs in their development and launches international tenders for overheads and the basic non-differentiating Private Labels of some of its members.

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