

The Retail Charter Aims

The Retail charter will formalise fair relationships between growers and retailers

Long term, mutually beneficial trading relationships between the retail sector and growers.

Unfair Trading Practices (UTP's) – enforcement by Office of the Food Regulator

This Charter will request that all Retailers to commit to accepting and implementing the following key steps:

- 1. Fair and consistent engagement between retailers and growers**
- 2. Promote Irish produce and growers - not fake farms**
- 3. Changes to the tendering process for fruit and vegetables to favour long term relationships**
- 4. A fair pricing structure for fruit and vegetables that is based on the sustainable cost of growing in Ireland**
- 5. Focus on reduction of food waste and loss**



Progress with Retailers



Issue with acceptance of Bord Bia as the QA standard – working through a solution



Broadly supportive of the Charter aims



Issue with fair enforcement of Charter but broadly supportive of aims



Issue with Lidl owns brands



Issue with Aldi own brands



Progress with Retailers
HIF sub committee has 2 meetings with all retailer on Hort Strategy including The Charter

IFA - lead on getting a charter signed.

Next steps

- Resolve all outstanding issues and request all 5 retailers to sign the Retail Charter

Q 1 2026

- Consolidator Charter

