

GCA launches 2022 annual survey



PUBLISHED JAN 17, 2022
BY [GOV.UK](https://www.gov.uk)

Mark White has today (17 January) launched the annual Groceries Code Adjudicator survey.

The survey is a valuable opportunity for suppliers to tell the GCA about any Code issues they are facing and whether the designated retailers are treating them fairly and lawfully.

This is the ninth year the survey has been conducted and, as in previous years, it is being carried out by independent polling company YouGov, providing complete confidentiality for those who take part.

Mark White said: “I cannot over-emphasise how valuable the information you provided in my first survey was to my work. Your responses helped me when I discussed the Code with the senior leadership of the retailers and their Code Compliance Officers, highlighting issues such as delisting, forecasting and suppliers’ concerns about the increasing numbers of inexperienced buyers they are encountering. As a result, I have been strongly encouraging the retailers to ensure they have the right training and support in place to help these new buyers build strong and effective relationships with their suppliers so that they have deeper understanding of the businesses they are working with.

I urge suppliers to continue their support for the annual survey. The previous eight surveys have been powerful in securing continued improved Code compliance from retailers, and this ninth survey will be the same.”

The survey closes on 27 February 2022.

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