

Motivation for Spanish Fruit and Vegetable Producers to join appellando

Introduction

Retailers in Germany and Switzerland value the quality and integrity of their sourced products. Recent supply chain due diligence laws, especially in Germany, have prompted these retailers to require their suppliers to implement external grievance mechanisms that are approved by entities like appellando. By providing helpline services for employees, producers can not only improve as employers but also fulfil the legal and reputational demands of their clients in domestic markets. This one-pager presents the advantages for producers who participate with appellando.

Benefits for Producers

1. **Improved Market Standing:** Joining appellando signals active engagement in resolving reported ethical and employee welfare issues, potentially elevating your standing in the market and drawing in more business prospects.
2. **Improved Worker Satisfaction:** Offering workers opportunities to interact with supply chain participants and access reliable helplines to communicate grievances can result in elevated workplace contentment and efficiency. Satisfied employees tend to have a higher productivity and remain longer in the business, thereby decreasing employee turnover and associated training expenses.
3. **Reduced Risks:** appellando fosters a constructive social dialogue with employees and their community representatives, including Civil Society Organizations and Trade Unions. Alongside with implementing a structured external grievance mechanism, these activities are key to recognizing and resolving problems before they gain attention from customers and the press. You can thereby diminish the likelihood of legal conflicts and interruptions in trade.
4. **Reduced Duplication:** Joining appellando aligns your practices with international human rights and environmental standards, making it easier to meet the growing expectations of global customers and hereby reducing duplication.
5. **Assurance of legal compliance:** As your customers, retailers need certainty that the products they purchase from you are produced under legal compliance with the German Supply Chain Due Diligence Law (LkSG) and the upcoming EU Corporate Sustainability Due Diligence Directive (CSDDD). appellando provides this assurance, enhancing their confidence in your business and products in addition to existing certification requirements.
6. **Strengthened Partnership:** Adopting appellando in an early phase demonstrates your commitment to transparency and accountability, strengthening your partnership with your retail customers and fostering long-term collaboration.
7. **Consumer Trust:** European consumers are increasingly concerned about the ethical sourcing of products. Following repeated media coverage from the Spanish produce sector retailers have received a growing number of inquiries about their responses. By working with suppliers who adopt appellando, they can assure their customers that they prioritize ethical practices, enhancing consumer trust in their brand.

Conclusion

Joining appellando is a strategic decision for producers, that benefits both your own organization and your partnership with your retail customer. It enhances your market standing, improves worker satisfaction, mitigates risks, and reduces duplication. For your customer, it provides assurance of legal compliance, strengthens their commitment, and builds consumer trust. Producers, therefore, are strongly encouraged to consider an early adoption of appellando.