



PRESS INFORMATION

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Customer requirements and market economy

The BVLH reaffirms its food-related political demands in the run-up to the federal elections

Shortly before the federal elections, the German Association of the German Food Trade demands from a new federal government that it takes the market principles into consideration when addressing food political issues.

"The customers quite rightly expect a wide assortment of safe, enjoyable and affordable foodstuffs from the food retail trade. That is why the trade companies compete against each other day for day. This competition is however only possible through a market economy. It guarantees free enterprise, freedom of contract, freedom of supply and free pricing. These are the basic prerequisites for the high performance of our industry," determined BVLH Chief Executive Director, Franz-Martin Rausch and added: "Customer requirements and market economy form the safety rails of the socio-political responsibility of the food trade. They determine its conduct in the supply chain vis-à-vis politics and the society. The BVLH is opposed to food political measures that have a detrimental effect on the market economy and competition.

Customer requirements and market economy: Safety rails of the responsibility of the trade

This attitude is the recurring approach of the food political positions of the BVLH. The association demands among others that a state animal welfare label for all participants of the value chain must be representable and affordable for consumers. In the battle against food wastage, the type and extent of the prevention approaches orientate themselves on the wastage figures across the entire food marketing chain. Instead of passing alleged transparency regulations with a consumer controlling effect, the existing food law frameworks have to be exploited and the monitoring authorities so equipped that they can fulfil their tasks to the full extent.

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The complete positions of the BVLH and the corresponding party positions can be called at <http://www.lebensmittel-fuer-deutschland.de> on the website of the association.

The German Association of the German Retail Grocery Trade e.V. (BVLH) is a member of the German Retail Association (HDE) of the Trade Association for Food Labour. It represents the food-political interests of the trading companies vis-à-vis the legislation, authorities and public. In this area the BVLH is the contact person for politicians, the media, consumer organisations and the associations of the upstream industry.