

# Delivering on a brand promise from supply chain to customer

## **MOM's Organic Market**

*How can retailers advance sustainability by better engaging with the brands they carry?*

### PROCESS

- Develop supplier questionnaire based on brand promise to customers
- Engage with existing suppliers to ensure complete and timely responses
- Evaluate each supplier response to help inform purchasing decisions, ensuring minimum sustainability standards are met across all products

### TOOLS



Supplier Survey  
NOW AVAILABLE



PISC Partner Support  
NOW AVAILABLE

### ACCOMPLISHMENTS

- 27% Response Rate among non-PISC Members, 63% response Rate among PISC Members
- Successfully identified diverse pool of suppliers that meet MOM's sustainability standards
- Increased customer loyalty through commitment to sustainability standards and robust evaluation process

### NEXT STEPS



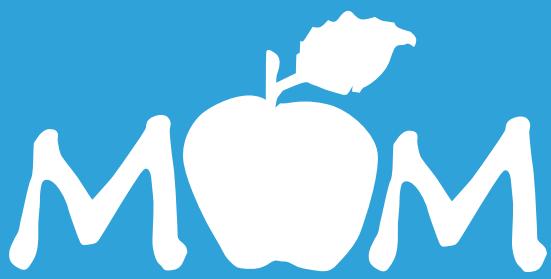
- Identify areas of support needed for supplier network to improve sustainability performance
- Roll-out programs to deliver education, tools and resources for supplier improvement
- Increase leverage by engaging with additional retailers to develop industry-wide sustainability supplier survey

To find out more about this case-study visit the Pet Industry Sustainability Toolkit at [www.petustainability.org/toolkit](http://www.petustainability.org/toolkit).

**MOM's Organic Market** is committed to carrying sustainable products that our customers can trust. Our collaborative work with PISC has opened a door to a wealth of knowledge, and has helped us develop stronger relationships with our suppliers to improve supply-chain transparency.

**Lisa De Lima**  
VP of Grocery





MOM's Organic Market

27% Response Rate  
among non PISC Members

Supply Chain

63% Response Rate  
among PISC Members

57 Suppliers Surveyed



Farmer • Manufacturer • Brand • Retailer • Consumer