



Press Release

CEOs get healthy in 2007

CEOs vote health & nutrition # 1

Paris, 15th January 2007

CIES – The Food Business Forum , the independent global food business network, today released the 2007 edition of its exclusive [*Top of Mind*](#) survey. This year's edition provides more valuable insights into the priorities of the food business. More than 300 executives from 48 countries worldwide took part in the survey.

Consumer health and nutrition has jumped two places to claim the top spot in this year's survey, thanks to a much greater emphasis from retailers. The change reflects not just the powerful shift in societal trends over obesity and wellness but also retailers' response to increasing consumer demands for natural food and better healthcare.

But **corporate social responsibility** made the biggest leap (up to #5 from #11 last year), reflecting a major shift in priorities. As society pushes environmental issues and community to the top of the agenda, food retailers especially are keen to show they are good neighbours, who act responsibly over issues such as sustainability, fair trade produce and ethical supply chain management.

Retailer-supplier relations remain at centre-stage (#2 in the survey), driven by another big vote from manufacturers. While further expansion of private label by retailers has increased tension, along with suppliers' diversification into multiple channels, this year shows signs of closer collaboration over supply chain issues.

Competition remains intense in mature and emerging markets. The **retail offer** (#3 in the survey) is therefore still a top priority across the sector. Increasingly, grocery retailers are seeking to differentiate themselves from rivals by broadening their range of non-food products and services, from digital music downloads to travel agencies and banks.

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CIES - The Food Business Forum is the only independent global food business network. It serves the CEOs and senior management of 190 retailer and 190 supplier member companies, and their subsidiaries, in over 150 countries. Providing a platform for knowledge-exchange, thought-leadership and networking, CIES has been growing with the food business for over 50 years. Its strength lies in the active commitment of its member companies and its privileged access to key industry players, which allows the organisation to facilitate the development of common positions and tools on key strategic and practical issues affecting the food business.

If you would like to quote the Top of Mind survey in your publication, please refer to the source as "CIES – The Food Business Forum: Top of Mind 2007".

Any Questions?

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