



CREATING FRICTIONLESS SUPPLY CHAINS

December 12, 2019
Baltimore Freight Movement
Task Force

AGENDA



- 1)** The Consumer Brands Association
- 2)** “Creating Frictionless Supply Chains”
- 3)** Issue Prioritization & Industry Unity
- 4)** Advocacy Action

Consumer Brands Association





The premier champion of
the consumer packaged
goods industry in the
United States.

Creating Frictionless Supply Chains

A blue semi-truck with a white trailer is parked at a loading dock of a warehouse. The truck is facing right, and its trailer is aligned with one of the dock doors. The warehouse has a grey metal structure with multiple loading docks. The sky is overcast.

Objective 1

Expose how flawed public policies create inefficiencies in the supply chain and result in higher consumer costs.

Objective 2

Leverage the power of brands to drive pro-growth supply chain policy.

Objective 3

Supplement advocacy efforts with the pursuit of marketplace solutions – regularly convening retailers and manufacturers – where feasible.

**HIGHLIGHT, CLARIFY, AND
QUANTIFY SUPPLY CHAIN
CHALLENGES THAT
EXPOSE THE IMPACT OF
GOVERNMENT DECISIONS.**



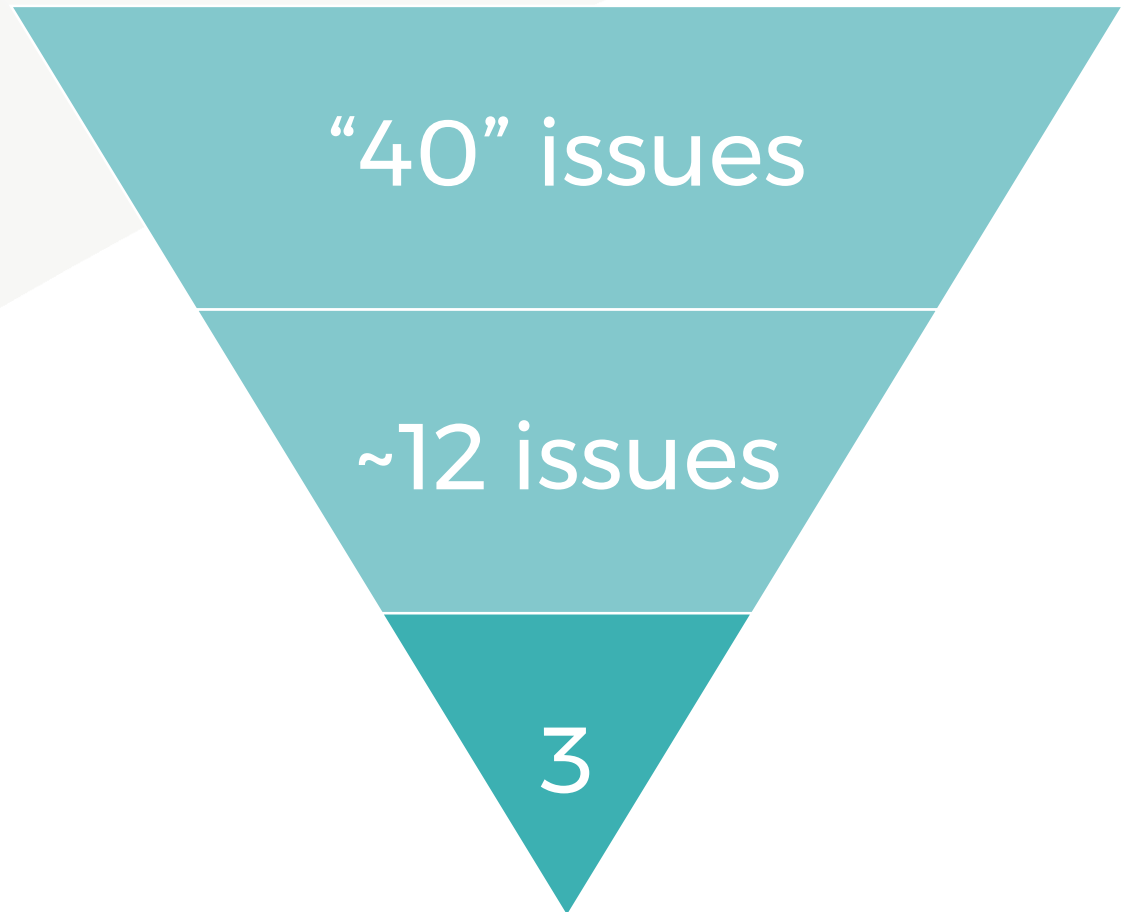
**POSITION GMA AS AN
ADVOCATE AND THOUGHT
LEADER BY CREATING A NEW CONVERSATION
CENTERED ON THE INDUSTRY AND ITS ROLE
IN DRIVING SUPPLY CHAIN ISSUES FORWARD.**



**FOSTER INDUSTRY COLLABORATION
AROUND BEST PRACTICES AND
INNOVATIVE PRIVATE SECTOR
SOLUTIONS TO REDUCING SUPPLY
CHAIN FRICTION.**



ISSUE PRIORITIZATION PROCESS



CPG INDUSTRY PRIORITY ISSUES

- 1. Transportation cost and market volatility**
- 2. New and emerging technology – with a focus on autonomy**
- 3. Traceability and transparency**



2020 POLICY AGENDA

Over-Arching / National Policy Initiatives

- Earn our seat at the table: Provide research and insight to help policymakers understand current conditions and what we're doing
- Establish supply chain caucus
- Seek nomination of CBA to the President's advisory committee on supply chain competitiveness
- Establish an interagency supply chain panel to encourage collaboration and recognize interconnectedness of policy decisions
- Require DOT or another agency to provide an annual report to Congress on the "choke points" frustrating commerce
- Create a new national dialogue on supply chain and highlight its essential role in everyday life



2020 POLICY AGENDA

Transportation Cost & Volatility

- Amid infrastructure debate, identify areas of greatest need based on member experience and data
 - Prioritize and target transportation spending
 - Right size infrastructure projects
 - Guide and inform a national freight strategy
- Increase truck size and weight
- Enhance hours of service / ELD flexibility
- Expand under-21 and military CDL pilots
- Empower the Surface Transportation Board to audit, review, assess and recommend changes to multimodal (rail) freight performance
- Expedite port and border clearance processes to enhance performance and clear shipments faster
- Consider what we are missing – hourly labor issues?
Manufacturing / warehousing real estate development?



2020 POLICY AGENDA

New and Emerging Technology

- Seek federal authorization of autonomous vehicles – AV START
- Require NIST to annually evaluate emerging technologies and their adoption in the supply chain, as well as barriers to adoption
- Reinstate relevant Administration advisory committees and Congressional Office of Technology Assessment

Traceability and Transparency

- Offer supply chain specific input to FDA's "New Era of Food Safety"
- Proactively address fact that the consumer is our #1 regulator
 - What stories do we need to tell?
 - Where can we use technology?
 - Can we lean in to show leadership?
- Partner with NGO community and other stakeholders to launch "TRACE" coalition or similar

CREATING FRICTIONLESS SUPPLY CHAINS: STRATEGY ROADMAP

- 1.** Conduct additive research to lay the foundation of future advocacy efforts and identify underlying policy issues
- 2.** Leverage relaunch as Consumer Brands Association to kick off supply chain advocacy in Washington and beyond
- 3.** Strengthen ability to tell the industry's supply chain story and improve input mechanisms to multiply value
- 4.** Develop a nimble, task force approach that encourages issue ownership

NEXT STEPS & ENGAGEMENT OPPORTUNITIES

- Kicking off new research projects to lay the foundation of future advocacy
- Working with member company executives to have them explain their business needs
- Welcome your feedback about how to support freight flows across Baltimore and the U.S.



THANK YOU

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