AGENDA

1) The Consumer Brands Association
2) “Creating Frictionless Supply Chains”
3) Issue Prioritization & Industry Unity
4) Advocacy Action
The premier champion of the consumer packaged goods industry in the United States.
Creating Frictionless Supply Chains

**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.

Powering every day.
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

- "40" issues
- ~12 issues
- 3
1. Transportation cost and market volatility

2. New and emerging technology – with a focus on autonomy

3. Traceability and transparency
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
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?
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 FRICITIONLESS 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

December 12, 2019
Baltimore Freight Movement
Task Force