



Retailing Logistics and Fresh Food Packaging: Managing Change in the Supply Chain

Kerstin Gustafsson, Gunilla Jonson, David Smith, Leigh Sparks

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The supply of fresh food is being transformed: retailers are gaining increasing power and control from manufacturers, and the location and nature of production is evolving. In *Retailing Logistics and Fresh Food Packaging*, an international team of practitioners and academics analyze state of the art packaging logistics for fresh food retailing. Drawing on primary research from the UK, Europe and the USA, their study demonstrates the benefits to be gained from adopting new techniques, and it provides lessons on how to successfully implement those techniques. *Retailing Logistics and Fresh Food Packaging* will help organizations and academics understand the changes and opportunities in modern fresh food supply chains and how to overcome the challenges.

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