

Case Study

Winfresh – Supply Chain Cost Reduction

End-to-End Supply Chain Development

Background

Winfresh (formerly known as WIBDECO) is owned by the governments of St. Lucia and Dominica, working together for the benefit of the people of the islands – providing opportunities for economic growth and employment. Having originated as a crop insurance scheme, Winfresh evolved to provide R&D and administrative functions for the banana industry.

Challenge

Representing the interests of 4,000+ farmers, Windard Island Bananas were exposed to an EU proposed single tariff on imports that would have removed their protection from low cost Latin American suppliers.

Solution

Sainsbury's asked for assistance from one of its other banana suppliers, Mack Multiples, who despite being an effective rival believed there were benefits to be had from working together. Working with Mack Multiples, Wibdeco and Sainsbury's, Libra Change focussed on the supply chain to drive cost savings that would ensure the Windward Islands remained competitive. Libra worked with Wibdeco, Mack Multiples and Geest (a previous operational partner) to benchmark, evaluate and implement revised working practices across ripening and purchasing operations in the UK transport operations, reducing the overhead cost-base of Wibdeco UK through a restructure of the joint venture shipping agreement.

“The Libra team looked at our business from field to shelf to help us streamline our processes and drive out every unnecessary pound.”

Bernard Cornibert, CEO - Wibdeco



Results



Substantial and sustainable improvement in operating costs



Livelihoods of farmers within the islands secured



Business remained a commercially viable partner for Sainsbury's



Annualised savings in the region of 9% of company turnover



Delivered without adversely affecting day-to-day activities