

# Food from Britain



<b>Presentation to</b>	Eastern Regional Food Initiative
<b>Venue</b>	Newmarket
<b>Date</b>	18 September 2007
<b>Speaker</b>	Mary Macneal, Food from Britain

# Agenda

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1. Who are we?
2. The national appetite for regional foods
3. How to sell regional foods
  - Technical/ health standards
  - Routes to market
  - Developing your product
  - PR
  - Packaging
  - Logistical issues

## Who are we

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- Market development network for the UK food and drink industry
- Network of offices and associates covering over 30 markets
- Develop business within the UK and overseas
- Work in successful partnership with all sizes of companies in retail,
- foodservice and industrial sectors

## Our aims

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- 1. To maximise exports of food and drink produced or processed in the UK.
  2. To increase production and consumption of quality regional food and drink, both in absolute terms and as proportion of the total market.

# The national appetite for British food

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- The premium food market is worth approximately 10.5% of the total grocery market.
- Local and regional foods account for nearly a third of the market worth £4bn.
- The local food market is expected to grow by 21% from 2006-2011.
  
- Local
  - Across most categories, deliberate purchase of local food has increased.
  - Fresh fruit and vegetables remain the biggest categories.
  - Fresh meat, cheese and cooked meats are potentially high-growth categories.
  
- Organic
  - Supermarkets sell £1.2bn of £1.6bn total UK organic
  - Supermarkets source 66% of organic primary produce from the UK - a 13% increase since 2004.
  - Two out of three UK consumers knowingly buy organic food.

# The national appetite for British food

## Regional differences

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# The national appetite for British food

## Reasons not to buy local – interested consumers



# How to sell regional food - technical

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- Technical and health and safety schemes exist to help smaller producers.
- HACCP – Hazard Analysis Critical Control Points
- SALSA – Safe and Local Supplier Approval
- BRC – British Retail Consortium

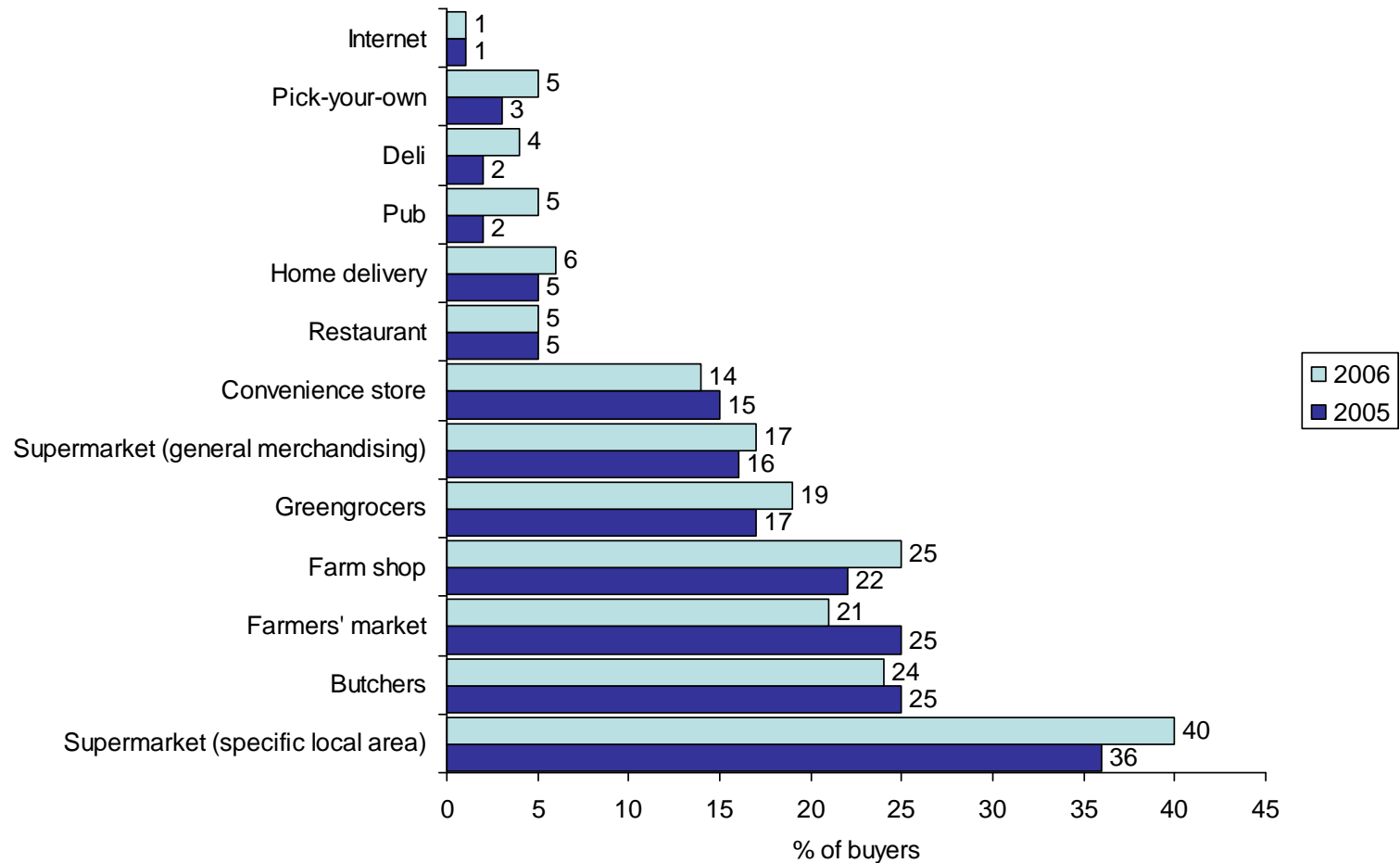
# Routes to market

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- Direct to consumer
- Shows and farmers' markets
- Independent trade
- Multiples – possibly private label
- Export

# Routes to market

## Preferred channels for buying local



# Developing your product

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- There is fierce competition in the regional food and drink sector
- You must know your product's Unique Selling Point (USP)
- Know your competition

# PR

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Make an effort to generate news about your company.

Getting into your local paper is a great way to raise awareness of your product.

- Awards – endorse your product; potential national coverage
- Sampling is a great way to get your product known and appreciated
- Photos improve your chances

**TIME SPENT ON MARKETING GETS RESULTS**

# Packaging and marketing

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- Time spent developing packaging gets results
- Consider:
  - Legal requirements
  - Clear message

# Logistical issues

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- Consider:
  - Shelf life
  - Distribution

## Useful sites

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- Food from Britain – [www.foodfrombritain.com](http://www.foodfrombritain.com)
- Tastes of Anglia – [www.tastesofanglia.com](http://www.tastesofanglia.com)
- The Guild of Fine Food – [www.finefoodworld.co.uk](http://www.finefoodworld.co.uk)



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Thank you!