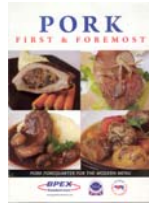


FOODSERVICE ACTIVITY www.porkfor caterers.co.uk

2008 Publications

- Pork First and Foremost – a guide for catering butchers on the best usage of forequarter pork meat
- Great its Lunchtime – Produced in association with the School Food Trust the book shows school cooks a range of pork-based dishes aimed specifically at children.
- Pork on the Function Menu – full of tips from banqueting chefs on how to sell pork based dishes.
- Running a successful Hog Roast DVD – Step by step guide on how to plan and run a hog roast event that's popular and profitable.
- Put Pork on the Barbecue – How to successfully barbecue pork produced in association with the Best of British BBQ Team.



Chef Activity

- Andre Garrett, Head Chef at the Hiltons Windows of the World Restaurant, has devised a Pork Collar dish that will be featured on a new section of the porkfor caterers website 'Chef's like you serving pork'
- Cyrus Todiwala (well respected Indian chef) is promoting a Pork Collar dish at the Restaurant Show which he will then feature on his menu throughout October and November

Foodservice Sausage of the Year – 250+ sausages entered. 15 finalists selected. 'Cheese and Sun Blush Tomato with a hint of Basil' was voted the winning sausage. The entry, from the Fence Gate Inn, Fence, near Burnley, Lancashire was voted the best.



Every 2 months producers monitor individual stores backed up by an in-store agency. Results are collated to measure the % of packs indicating British, QSM or nothing. This information is used as leverage on retailers to carry the Mark on pack.

Summary

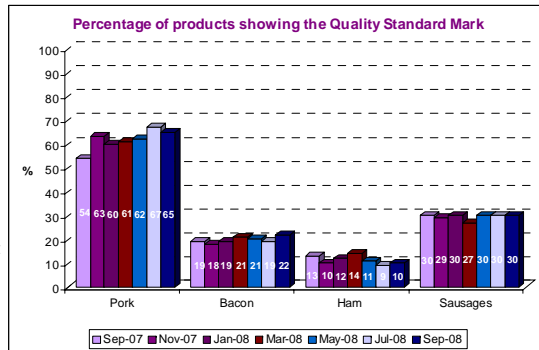
In overall terms there is little movement on either British or QSM in Porkwatch 28 carried out in September 2008.

On pork both British (-1%) and QSM (-2%) are slightly down and only Tesco and Budgens showed increases.

On bacon British is static and QSM +3%. There are good increases in Co-op (QSM +10%), but losses in M&S (-10%) and Somerfield (-9%).

Ham sees a small rise on QSM (+1%) and British (+2%) with a good increase in M&S (+17%) offset by decreases in Budgens (-9%), Co-op (-6%) and Somerfield (-7%).

Sausages showed a rise in British (+3%), but QSM static with a big increase in Aldi to 95%, Asda +8%, Sainsbury +6% but Co-op -11%.



www.bpex.org/MarketIntelligence/AnalysisAndReports/Porkwatch.aspx

MARKET INSIGHTS AND RESEARCH

HAM REPORT



This report looks at the importance of British and the Quality Standard Mark to consumers when purchasing sliced cooked ham. This will be due for publication at the end of November.

HEALTH

The contribution pork and pork products make to a healthy and balanced diet are examined in this new report to be published in November.

It features specially commissioned research which makes it clear that pork has an important role in a balanced diet.



www.bpex.org/MarketIntelligence/AnalysisAndReports/CategoryReports.aspx

CONTACTS:

Chris Lamb Tel: 01908 844247
Email: chris.lamb@ahdbms.org.uk
Keith Fisher Tel: 01908 844120
Email: keith.fisher@ahdbms.org.uk

Tony Goodger Tel: 01908 844292
Email: tony.goodger@ahdbms.org.uk
Claire Holland Tel: 01908 844221
Email: claire.holland@ahdbms.org.uk

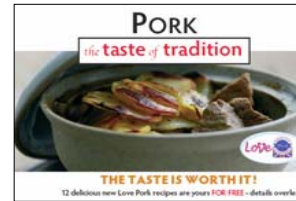
BPEX MARKETING ACTIVITY

October 2008



www.lovepork.co.uk

CONSUMER PR AND ADVERTISING



Returning to the heartland of pork, the latest campaign 'the Taste of Tradition' goes back to some of the more traditional cuts of pork and some original recipes which for ease of preparation we have given a modern twist.

Featuring 12 recipes it covers leg joint, belly, collar, fillet, steaks chops gammon, mince & bacon



Advertorial features were placed in BBC Good Food Show, Prima, Fresh & Sainsbury magazines

Pork is the answer during the credit crunch

As the price of providing for households increases, Love Pork offered consumers advice about how to continue to feed a family healthy, nutritious meals for less, through traditional values of scratch cooking and using the more economical range of cuts available. Through radio interviews and a live web chat interview BPEX's Home Economist and Jasmine Birtles a financial expert explained how to be economical with purchasing food and how to make meals go further.



For the full interview go to www.lovepork.co.uk/SavewithPork and for further money saving tips download the following three guidelines:

Porky Pointers - to take your meat beyond the weekend, recipe suggestions of how to make your joint last for several meals

Saving Snippets & Store Cupboard Sneakies - tips to help you through the credit crunch

Thrifty Tasty Tips - by changing your usual cuts of pork give your recipes a new twist

Retailer Update

Tesco agreed to ensure that the QSM featured prominently on their packs of fresh pork with 7m large stickers (54mm x 40mm) being applied to the front of packs between September and December.

Morrisons and Somerfield also continuing this practise

Waitrose conducted instore pork BBQ sampling in 100 stores during July, and are producing a meat booklet for consumers each quarter – the first one was in stores from September and featured the QSM.





BRITISH SAUSAGE WEEK 2008 3-9 NOVEMBER

- The celebrity personality this year is Dickie Bird
- Independent butchers across the country will be running events
- Supermarkets will be carrying stickers, shelf talkers and running promotions
- Pubs and restaurants will also join in the festivities
- Cystic Fibrosis Trust charity link
- For further details on the week visit the British Sausage Week website

Activities for the week for the week include:

- During the tour the BSAS team and Dickie will be judging sausages and crowning 9 regional winners from the competition finalists of the Landmark Banger Competition.
- Lots of media activity is planned with with regional radio stations, press interviews and hopefully TV appearances.
- Sausage sandwich drops are happening to morning presenters on national radio programmes during the week.
- 7 new recipes have been developed, for copies call 01908 844194 or download from the website
- The website is regularly updated with regional events, and the winners will also be featured
- A big response for promotional material from the pub trade.
- A massive response from schools – 3000 POS kits requested and 50,000 competition entry forms



www.britishsausageweek.com

INDEPENDENT RETAILER ACTIVITY For butchers and farm shops

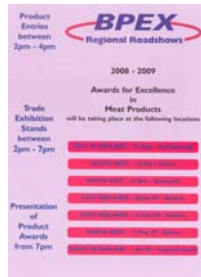


Sausage Week Kit distributed to 5,100 independent butchers

- Poster
- Recipe cards
- Stickers



New pork cuts poster available on request - Tel: 01908 844107



The 4th season of roadshows for product evaluation and awards for excellence began in September. Starting at Peterborough, the tour goes to Exeter, Harrogate, Newark, Malvern, Bolton and last stop Haywards Heath in the South of England.

Aimed at independent retailers it provides a platform for their products to be independently judged by industry experts, who award the products either a bronze, silver or gold based on an industry wide judging criteria. It encourages retailers to raise their production standards in order to compete on a national level. All the regional finalists are then pitched against each other for an overall National title at the end of the tour in 2009.

Products can be entered into a range of categories including; sausages, bacon, pies, ready meals, faggots, black pudding and one specifically for the younger generation, the Young Sausage Maker.



HEALTH AND EDUCATION www.meatandeducation.com

Meat and Education News

Newsletter mailed out to all secondary schools in England, Wales and Northern Ireland twice a year

Pig Tales

Leaflet and series of posters produced as a primary school resource. Please contact Lesley Jolley on 01908 844247 for further information.



For further information contact www.bpeex.org.uk



For further information contact www.bpeex.org.uk



BACON CONNOISSEUR'S WEEK 16-22 MARCH 2009 – www.lovebacon.info



Bacon Connoisseurs' Week has been established to give bacon buffs the chance to find out more about the many different varieties of premium bacon available today, and indulge by experimenting with some of our nation's finest cures. A TV personality will be the celebrity face of Bacon Connoisseurs' Week 2009 and will be heading an expert panel in the hunt to find the best bacon flavour to take bacon 'beyond breakfast'.

Along with a new recipe booklet containing six great new recipes to tempt consumers into using a wider range of bacon for different meal occasions, the week will also be host to a number of retail and foodservice promotions.

For more info go to www.lovebacon.info

