

RETAILER UPDATE

Tesco

Tulip distributed Lovepork recipe booklets at the Royal Cornwall Show
Clearer country of origin labelling on Tesco bacon has now been implemented.
Commitment has been made to clearer labelling across pork categories
QSM has been re-instated on Finest Bacon

Waitrose

Launched 'Essentials' in March and is now into its second phase of advertising, concentrating on recipes for complete meals which is backed up by a further burst of TV advertising with the strap line 'Quality that you would expect at prices you wouldn't'
Recipes for pork are featured within the autumn recipe booklet currently in store.

M&S

A new casserole meal deal has been launched which features sausages as one of the protein choices

Co-op

Re-confirmed their commitment to sourcing 100% British pork, bacon, ham and sausage following their acquisition of Somerfield

Morrisons

Extended their 100% British pig meat sourcing policy, to include the chilled savoury pastry category, eg sausage rolls, scotch eggs and pork pies

Aldi

Updating packaging across all pig meat sectors in line with the BPEX labeling report

J Sainsbury

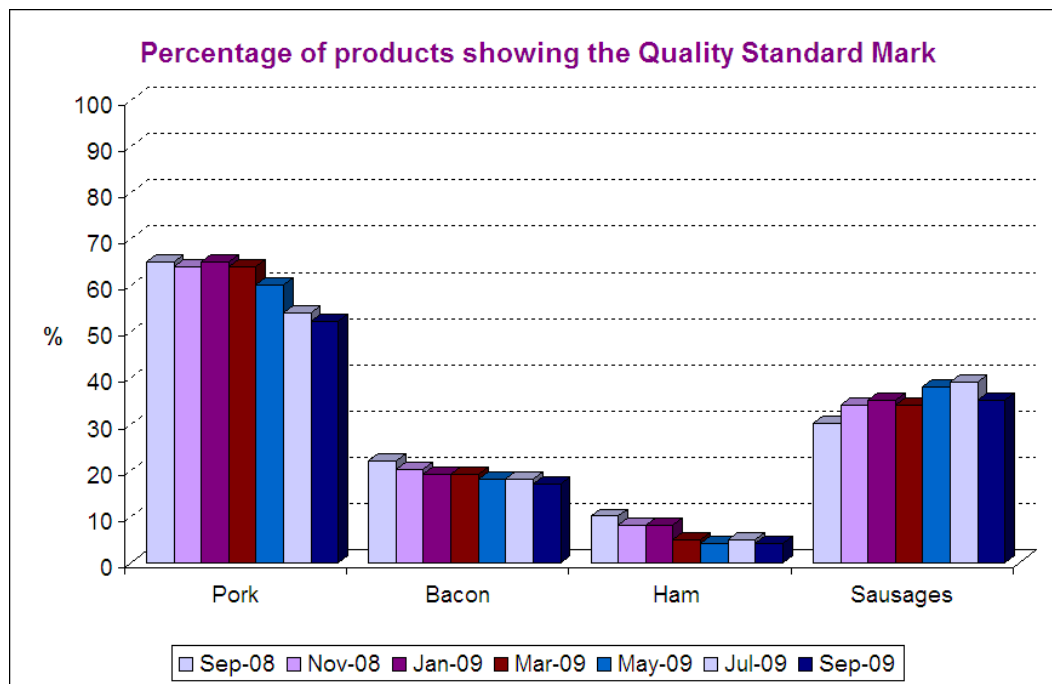
On-pack stickers are being applied across all roasting joints to communicate how to make the perfect crackling during Autumn
New range of three ready-to-go roasts has been launched, including British pork belly and shoulder.

Asda

New British lines have been included in the "Black Tray" range.
100% British pork is being used in their pork product ranges which include pork pies, sausage rolls and quiches



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. For more info see BPEX website



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



ACTIVITY - December 2009

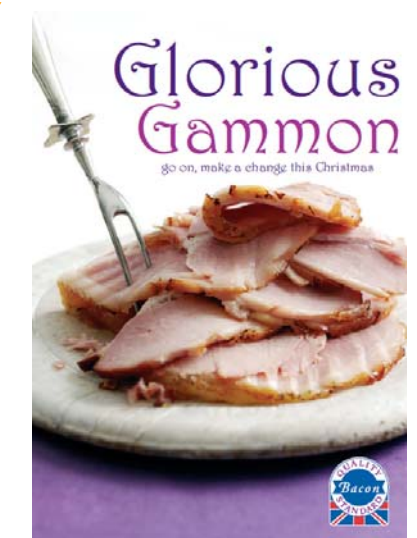


CONSUMER PR, ONLINE & FOODSERVICE ACTIVITY

Gammon Christmas Activity

Fronted by Anthea Turner, this mini PR campaign is aimed at journalists and the media to promote the use of quality gammon this Christmas, not only as a roast but as a meal ingredient.

Along with the circulation of press releases, Anthea will conduct a series of regional radio interviews (Nov 25) promoting the recipe booklet which features 6 inspiring recipes, all available to download from Lovepork.co.uk or copies are being made available for butchers, supported by this stunning poster.



www.lovepork.co.uk

Refreshed, with a new look and feel the enhanced website features include

- videos from pork supporters
- indepth information on 32 cuts
- pork related news from other websites - an enhanced recipe search facility

Further additions to the site will include

- more people videos
- competitions
- greater interactivity with other social networking websites
- seasonal campaign highlights



Autum Pork Campaign

fronted by Liz McClarnon included:

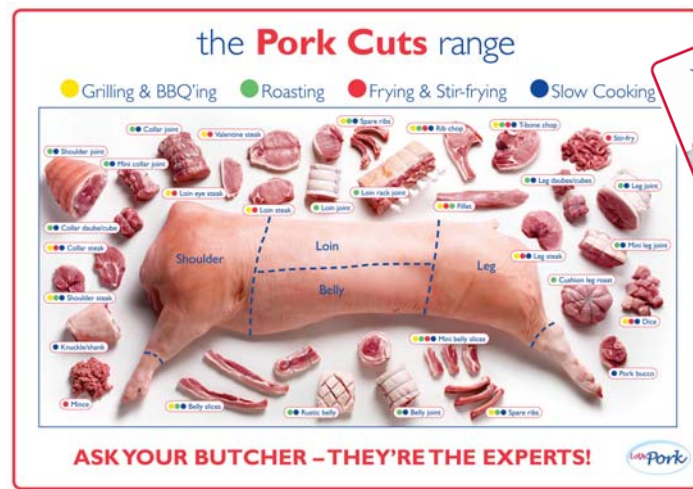
- 6 city cooking demo tour; new recipe booklet;
- radio & print competitions;
- feature on lovepork website;
- Liz featured on Market Kitchen TV show (26 Oct)
- Good press, radio & TV coverage received to date.

Recipes available from lovepork.co.uk



INDEPENDENT RETAILER ACTIVITY - For butchers and farm shops

www.porkforbutchers.co.uk



The Pork Cuts Range carcass poster and leaflets with cooking recommendations



Further in store promotional material is available via a new order form, to request one, email: retailenquiries@bpex.org.uk
Or download one from website www.porkforbutchers.co.uk



The 5th season of product evaluation regional roadshows started in September at Peterborough, the tour also goes to Exeter, Harrogate, Newark, Malvern, Bolton and Haywards Heath.

Aimed at independent butchers & farm shops, their products are independently evaluated by industry experts, who award bronze, silver or gold. All regional finalists are pitched against each other for an overall national title at the end of the tour in June 2010.

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, Young Sausage Maker, which year on year has proved very popular.



12 trade exhibitors accompany the roadshow to each event which include spices, seasonings, machinery, sundry suppliers, bags and meat wholesalers. They offer lots of advice and the event provides a chance for them to demonstrate their products and chat to butchers in a relaxed and informal arena.

For more information go to www.porkforbutchers.co.uk

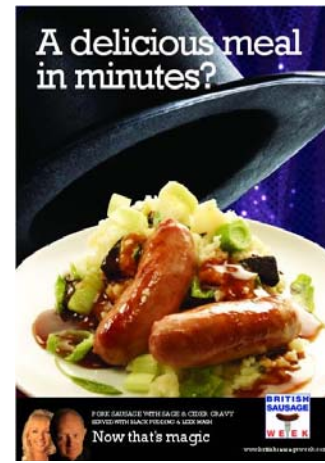
Pig to Plate Days

For groups, (maximum 15) of farmers, small pork producers and anyone wanting to know more about the range of cuts available from a pork carcass.

- See a butchery demonstration
- Understand about carcass specification
- Learn the tricks of good bacon or sausage making
- Spend a day with our master butcher who will answer any questions
- For further details email Claire.holland@bpex.org.uk



Other generic activities that BPEX supports are to be found on the following websites:



www.britishsausageweek.com



BRITISH SAUSAGE WEEK / 2- 8 November 2009

Activities included:

- Magical Banger competition open to Butchers, Producers & Supermarkets
- New Recipe collection featured on website and in numerous media articles
- Promotional material produced for retailers and foodservice outlets, to use in promoting events in their premises, included posters, recipe cards, balloons, serviettes, stickers, colouring in competition for school children
- 9 city regional tour with celebrity support from Paul Daniels & Debbie McGee who awarded regional competition winners with Banger Awards
- Central London launch on first day of tour - Nov 2
- Hamper recipe drops to consumer media journalists
- Sausage sarnie drops to London and regional radio stations during the week
- The week resulted in huge media response
- A number of Banger Awards and Porktraits (pictures made of sausage & mash) were presented



*** DIARY DATE 22- 28 March 2010 for Bacon Connoisseurs' Week ***



The theme this year is **Bring Home the Bacon**

www.lovebacon.info

A new recipe book will be produced and PR activity will be starting before Christmas to gain media interest.

During January, a call for entries into the bacon competition will be made, with judging following in February.

For further information see the website or ensure you are on our newsletter mailing list if you are not email retailenquiries@bpex.org.uk with your details now!

FOODSERVICE ACTIVITY

Foodservice Sausage of the Year

From over 230 entries 15 sausages were selected out of the competition's five categories and Hinchliffes Butchers from Huddersfield beat the 14 other products to the title in the live final held at London's Butchers Hall during October.

Pork the Meat for all Seasons

A new recipe book supported by six chefs with 18 recipes covering meal ideas throughout the four seasons

www.porkforcaterers.com

Website has been refreshed and updated

Outdoor Hog Roast DVD

Produced for outside catering along with a Step by Step Guide, recipes and hints and tips for a successful hog roast.

