

5 July 2018

Mr J Mettrick
President
National Federation of Meat & Food Traders
1 Belgrove
TUNBRIDGE WELLS
TN1 1YW



Dear Mr Mettrick,

Thank you for your letter dated June 18th 2018 and your recognition of our proactive communication and marketing work for beef, lamb and pork.

We are pleased that you have had the opportunity to see how we are proactively investing to rejuvenate the image of pork as a core strategic priority for the pork sector board. This multi million pound, national TV and online campaign has reached 26 million households with almost half a million more shoppers purchasing fresh pork during the two phases of our £3 million mid-week meals campaign. The marketing campaign produced robust results, independently monitored and reviewed by our pork marketing committee with both farmers and processors engaged to critically appraise the work and results. The next TV and online wave of the campaign will begin in the Autumn of 2018 building on the successful results to date.

We recognise the importance of the sausage market and are pleased that Meat Management took forward Sausage Week.

We are also pleased with the new domestic marketing campaign targeting our home market for thin cut beef. This is a marketing campaign to bring beef into the mid-week meal menu, matching the modern lifestyle. Based on 18 months of new product development and consumer testing we have developed a new campaign targeting younger consumers which is being delivered through a range of digital, public relations and in store work with retailers. Our experienced team utilises professional market insight and have capabilities to optimise the campaign results and return for our farmers and processors for their levy funds invested. With a younger consumer increasingly looking for meal inspiration online having these skills to market and communicate with consumers is an important element for the future.

You note how important exports are also and the risks associated with Brexit which AHDB continue to work hard to support our farmers and the industry to prepare for. We are pleased to share that close partnership working of the AHDB exports team and Defra has enabled the beef ban to China to be lifted, as announced last week. Over the coming months we will work with Chinese officials to agree details and enable the commencement of trade. The team are also proactively working to gain approvals for sheep meat exports to China. With our new structure in place we have a dedicated export market development team in place for Asia Pacific including staff members based in China.

AHDB is also proud to be working with EU countries to deliver a £4 million campaign to promote lamb to consumers aged between 25 and 35. "Lamb . . . Try it . . . Love it". The campaign is jointly EU funded costing AHDB levy payers £265,000 per annum for a total investment of £4 million into lamb marketing over the three years. It's all about targeting our locally produced lamb to younger consumers who are currently dialling down lamb in their diet. This is again a digitally focused campaign positioning lamb as versatile for a modern lifestyle and supporting messages regarding the sustainability of lamb as millennial (our target audience) hold significant environmental and ethical considerations and lamb has an excellent story to tell in this area.

AHDB
Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL

T 024 7669 2051
E info@ahdb.org.uk
W ahdb.org.uk

Pork, beef and lamb are also working in collaboration to build and deliver significant messaging to consumers regarding the health benefits of meat. Notably, the recent pork campaign highlights the low fat content of a pork medallion, verified by Trading Standards and recent beef press work has gained national media coverage for the high levels of zinc in beef.

Please be assured AHDB continues to have an experienced team to deliver the strategic plans for the pork, beef and lamb boards and is committed to significant investment in our domestic marketing over the coming years. We are working closely with the retail sector and processors recognising the uncertainty to supply chains that Brexit could bring.

James Wilde heads our press and media relations team should you require specific input into the NFMFTs Craft Butcher monthly magazine.

Kind regards.

Yours sincerely

A handwritten signature in black ink, appearing to read 'J King', with a small '2' written above the 'i'.

JANE KING
Chief Executive