

Research

Pork – We'll pay more say shoppers

British consumers have said 'yes' to digging a bit deeper into their pockets to help secure the future of Quality British pork supplies according to a recent survey. 78% prepared to pay a few more pence on pork or chicken to support British farmers. 73% pig and poultry farmers should be able to pass on price increases to supermarkets. 91% agree it is important to retain a strong farming sector to produce our own food. 87% agree imports should meet UK welfare standards.

You Gov Consumer Survey – Sept 2007

NPA research amongst pig farmers

55% said they were paying 26%-30% more for their feed. 70% said that 'if I don't get higher prices soon I will seriously consider stopping pig production' 35% said they could only go on for 6 months if the price did not improve.

Sept 07



Pork Satisfies Research

Two pieces of recent research provided great encouragement for the pork industry.

- Firstly, that pork reassuringly scores highly on satisfaction levels among regular users.
- Secondly, complementary research indicates a real opportunity to exploit the potential pork undoubtedly has among light users.

Sept 07

Informing Politicians

Party Conferences – contact with key personnel to raise issues and elicit support.
David Black Awards – promote issues to well connected political and Government invitees and media.
E-newsletter to MP's – Regular communication keeps them updated.
One to one briefings

2009 Activity

JAN	FEB	MAR
Butchers Regional Roadshow East Midlands	Butchers Regional Roadshow West Midlands	Butchers Regional Roadshow North West
		Bacon Week
Love Pork Properly – journalist activity on how to cook pork		

Advertising
National Tours
Consumer Activity
Trade Activity
Foodservice Activity
MP Activity
General Pork Activity
Industry Activity

Contact Details

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July-Dec 2007

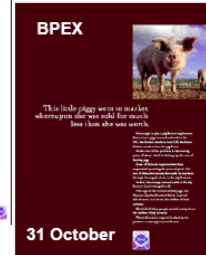
The Pig Feed Crisis Campaign began in September 2007 when the future problems of rapidly increasing feed costs were identified. The role of Marketing in this crisis has been to raise consumer awareness of the problem, its causes and its effects (retail price increases) and by so doing put pressure on retailers and processors to increase prices and ensure that such increases flow down the supply chain to ensure that pig producers get a fair price for their pigs to enable them to remain in business. Marketing's work has covered a range of channels including:

- Consumer advertising
- Consumer PR
- Public affairs
- Trade PR
- Industry communication

Advertising

National Advertising

In broadsheets and mid market titles



Trade Advertising
 Grocer Front Cover - Oct 07

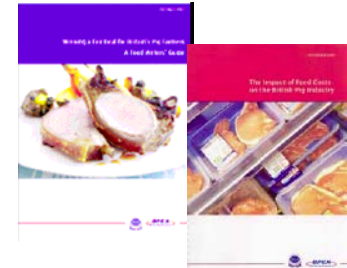
Guides

Food Writers Guide:

Eight page leaflet aimed at consumer food writers explaining the crisis and asking for their support – Sept 07

Feed Report:

Basis for all information on the impact of feed price increases Sept 07



Pig-o-meter Tour

Featuring clock ticking up to £6 per second to represent pig farmers losses.

**Cities visited:
 Nov 14-15**

Newcastle-upon-Tyne, Middlesbrough, York, Leeds, Kingston upon Hull, Lincoln, Nottingham, Derby, Leicester, Northampton, Peterborough, Norwich, Ipswich and Colchester

Dec 3-4

Warwickshire, Worcestershire, Herefordshire, Gloucestershire, Oxfordshire, Wiltshire, Somerset, Devon, Hampshire.



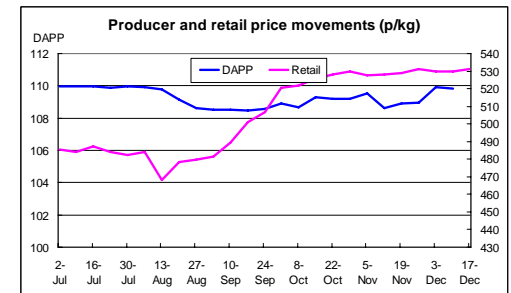
Website

New website dedicated to the campaign. Launched the e-petition to raise support for the campaign. To date over 19,000 have signed in support of the campaign



DAPP Chart

The chart shows that since July the retailer prices have steadily increased and the producer price has decreased marginally.

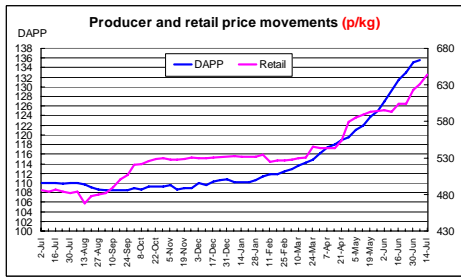


Celebrity Support

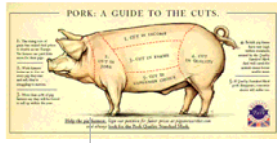
Antony Worrall Thomson supported the Campaign with 12 regional radio interviews



'Celeb' Supporters have been Showing their support by signing a letter sent to the national press pointing out the problems faced by producers. For example: Antony Worrall Thompson, Oliver Rowe, Amanda Ursell, Jonathan Dimbleby Paul Daniels, Phil Tufnell, Sugs, to name a few



ACTIVITY SCHEDULE JANUARY – DECEMBER 2008



Key

Advertising
National Tours
Consumer Activity
Trade Activity
Foodservice Activity
MP Activity
Industry Activity
General Pork Activity

	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
	Rare Breed, £1.5m National Advertising		Pig cuts London stations and underground tube advertising	3 Little Pigs Tour	Text campaign to play SBYH on regional radio	Alex James PR & radio activity	Chef's Choice recipe book and PR activity plus radio day with Phil Vickery					
				Campaign material available on line (stickers, banners, leaflets)	Grocer coverage of HRH support	Parliamentary update briefing	Starburst Trade and Foodservice Advertising		Taste of Tradition recipe book press launch and activity			
		Waitrose launch Save our Bacon campaign	Guide to Pork for the Professional Chef		BBC Radio 2 coverage of HRH support		MP's BBQ at Westminster The Pig Issue					
	Rare Breed Viral Text Campaign		MPs sign up to support campaign	Parliamentary e-newsletter	You Gov Welfare Survey	PSFPI meeting with Lord Hoyle		Pigorama DVD of supply chain	Farm to fork journalist visits			
			MTJ fortnightly campaign update page and monthly advertising July issue - special pork feature									
	Stand By Your Ham recorded		Industry rally in London	Academic Report		Cost Sector Catering and Eat Out monthly campaign updates						
			Supermarket Meat Retailing Report	Pork First and Foremost promoting use of forequarter meat	Pig & Poultry Fair briefing to 15 journalists	Great Its Lunchtime School menu recipes	Fresh Magazine advertorial and campaign feature		Butchers Regional Roadshow East of England	Butchers Regional Roadshow South West	Butchers Regional Roadshow North East	
	Love pork and radio advertorials	Bacon Connoisseurs Week					Summer POS kit for butchers				British Sausage Week	

