

## WAITROSE

TO LAUNCH FASHION RANGE IN  
 BID TO COMPLETE WITH RIVALS  
[SUPERMARKET.CO.UK](http://SUPERMARKET.CO.UK)

## UP 62%

PORK LEG ROAST SALES 'IN  
 FOUR WEEKS TO 10 JULY  
 AHDB

## TESCO

TO ROLL OUT WIFI  
 IN UK STORES  
[BRAND.REPUBLIC.COM](http://BRAND.REPUBLIC.COM)

# The weighting game

Well I did laugh watching the ads on TV the other night,  
 writes **Caroline Whibley**

"Eat as much salad as you like" was the latest promotion from Pizza Hut in its recent TV commercial. It showed some rather uniform looking tomatoes, cucumber and lettuce in bowls, and proudly proclaimed that when you ordered your pizza and 'salad' you could eat as much salad as you wanted. A very safe bet, I thought, as Pizza Hut users are more known for being 'lettuce dodgers', so sort of a safe promotion there. It's not likely to become another 'Hoover debacle' with the country running out of salad, is it. In fact, I would like to bet they won't even need to order any more in, but that's just me.



## News that the US is top of the 'fat map' in a new survey caught my eye

According to new research, a two-week holiday in the US will leave you fatter than if you chose any other destination, reported the *Telegraph*. With the Caribbean in second place on the "fat-map", France third, Italy fourth and Greece fifth, half of those polled for the Obesimed weight-loss company, which ran the



survey, blamed the weight gain on larger portions, 'lounging around', alcohol and 'finding it hard saying no to seconds', while one in five were adamant that 'free refills' were the culprits. Foods such as butter-milk pancakes with maple syrup (780 calories) and Country Breakfast Burrito (920 calories) are thought to be just some of the culprits.

## Time to eat MORE beef and realise the benefits!



The National Beef Association, whose members own cattle that graze land in every corner of the UK, would like young people struggling to reduce obesity, mothers anxious to combat anaemia, and older people determined to remain healthy during their retirement, to include fresh beef in their regular diet.

"We are pleased that the most recent retail surveys show a massive 13% increase in fresh beef purchases compared with the same time last year and hope this means the message about beef being an essential part of a balanced diet is at last being recognised," says NBA director Kim Haywood.

"In trace element terms it is a one-stop food. Its zinc and selenium give an essential boost to the immune system, its B-group vitamins, which are only found in meat, maintain the nervous system and help memory and concentration, while its vitamin D gives bones added strength. On top of that, beef comes second only to fish as the most important source of omega-3 acids that are considered essential for good heart health, while lean beef provides over 50% of daily iron requirements. This makes it valuable to pregnant women because it helps protect against anaemia, maintains energy levels and helps to develop the brain functions of infants."

## Wild boar and sloes

Have you seen the size of this year's sloes? It's good news for The Real Boar Company which needs a rich fruity harvest to fulfil this year's demand for its stunning, so very English Wild Boar Salami with Sloe Gin.

This sumptuous salami completes a full line-up of highly awarded game and free-range pork charcuterie. Loin and haunch are available to order as well.

[www.therealboar.co.uk/charcuterie](http://www.therealboar.co.uk/charcuterie)



## Ice-cream maker marks Yorkshire Day

Yummy brand Yummy Yorkshire produced a limited edition Yorkshire Pudding flavoured ice cream for this year's annual Yorkshire Day celebrations, held on 1st August.



Apparently it tastes lovely and includes Yorkshire pudding, gravy and raspberry vinegar.

 **Yep – iPhone covers that look like food!**

**Made by iMeshi, they're said to be the biggest craze in Japan for those bored with regular cases. I doubt if it will be long before they wing their way to the UK. Trouble is, if you haven't bought lunch, they could be a distraction.**



*“For the past three years the marketing world has fallen under the spell of ‘social media’. It is presented without exception as the new frontier for brand communications... for every one amazing social media campaign, nine or 10 fail to justify their existence and the time and resources would have been better spent on other forms of communication.”*

**Mark Ritson lamenting the lack of attention to traditional, proven media channels, in Marketing Week**

# Food & Farming Industry Awards

Call for entries – celebrate with the best – deadline for your entry 16th September

In case you have missed all the promotion about this year’s awards, just log on to [www.farmbusiness.cc](http://www.farmbusiness.cc) and click on the Awards logo – you can complete an entry form online or email your awards entry to [awards@ghpublishing.co.uk](mailto:awards@ghpublishing.co.uk).

The annual awards are organised by *Farm Business* and aim to demonstrate excellence within the food chain – at primary producer level, awards for marketing, agronomy, retail, and for rural enterprise; there is also an award for the Family Business of the Year and the Progressive Farmer of the Year, as well as an overall

Farm Business of the Year that receives the engraved Genus trophy. We know it takes time to put an entry together, but previous winners have found entering and winning has been highly beneficial, not only for the people they have met at the awards ceremony at the House of Commons and the contacts they made, but for the publicity that follows and the ability to use a win to gain a competitive advantage.

For more information call 01892 816664, email us or log on to [www.farmbusiness.cc](http://www.farmbusiness.cc). Nothing ventured, nothing gained...



## NEWS BITES

### CITY & GUILDS ACCREDITATION



Sainsbury’s bakery and food colleges now have City & Guilds accreditation. The colleges offer training to staff on meat, fish, deli, hot food counters, bakery and cafes covering practical knowledge, merchandising, preparation skills and customer services.

### MÜLLER FLAVOURED MILK TO MAKE A SPLASH

Proof that a good brand has great mileage in extensions comes with news that Müller, the yoghurt mogul, is moving into the flavoured milk market. Get ready for a shake-up of the market as these guys don’t do anything lightly, have a bag-load of ideas and innovations and will likely shake up the flavoured milk market significantly over the next few years. It’s about time someone did!



### BPC MAKES SENSE

The British Poultry Council now also covers eggs, or rather duck eggs, under its assurance schemes, as well as meat, with 54 approved farms, four hatcheries and three processing facilities in its membership.



# Barfoots of Botley launches ‘sweetcorn bites’

Own-label sweetcorn supplier Barfoots has just launched its snack range in Waitrose supermarkets. The sweetcorn can be microwaved or cooked, and apparently four Bites count as one of an



adult’s five-a-day portions.

There are eight Bites in each bag, with an estimated 41 calories per bite. The idea is that they appeal to shoppers who like sweetcorn but find buying, cooking and handling a whole corn on the cob a bit of a chore.

# ‘Farm Fixer’ apprentice sought

Nick Hewer, Lord Alan Sugar’s deputy on *The Apprentice*, is harking back to his Irish roots and farming background. He’s looking for people from the Derry area to take part in a new BBC series, *Farm Fixer*.

The show will chart the efforts of farmers to develop and change their businesses for the better under the guidance of Mr Hewer, who owns two small farms, one in Northamptonshire and one in France.

“The process starts with Nick performing a



complete farm health check,” said a BBC Northern Ireland spokesman.

He will look at how the farm is performing by assessing cash flow, stock, milk and crop production, management techniques, staff recruitment and time management. He will then devise a bespoke action plan and with the help of a variety of farming experts, will mentor each farm throughout the project.

“Nick believes the key to survival is diversification,” the BBC spokesman added.

# Belton extends Best of British Cheshire offering in Waitrose

Perfect for the summer, Belton Cheese and Waitrose have once again joined forces to launch a unique Cheshire Salad Cheese sub-branded Belton Farm for the “Best of British” brand.



Launching in 220 stores, the 200g pre-pack block is available for a special six-week promotional price of £1.48. Cheshire cheese is one of the older recorded named cheeses in British history and remains the UK’s largest-selling crumbly cheese.

## FOOD SHAREWATCH

Company	Price (pence)	Weekly change	52-week High	Low
Assoc Brit Foods	986	+9	£11.97	916.50
Barr (AG)	£10.98	+0.67	£14.32	£10.31
Carr’s Milling	815	+22.50	900	557.50
Cranswick	621	+15	904.50	603.50
Dairy Crest	339.40	+0.40	424.90	322.50
Genus	894	+40.50	£11.13	706.50
Glanbia €	332.51	-13.56	459.44	260.03
Greencore €	53.62	+0.02	99.08	49.63
Hilton Food	277	-	298	225
Kerry €	£22.07	-0.25	£29.21	£19.85
Marks & Spencer	331.90	+6.50	£31.40	314
Morrison	279	+2	309.90	178.60
Nestlé	£38.02	-0.60	£40.74	£30.37
Premier Foods	13.55	+0.50	46.47	12.50
Robert Wiseman	307.75	+2.75	516.50	279.75
Sainsbury	296.90	+11.40	397	271
Tate & Lyle	565.50	+16.50	683	408.60
Tesco	367.20	+7.15	490.50	280.40
Unilever	£19.32	+0.40	£22.04	£16.62
Uniq (AIM)	93.75	-1	140	45.50
Wynnstay (AIM)	350	-1	382	253

**FTSE 100 5,162.83 (5,266.06 a year ago)**

Source: FT. Trade date: 11th August 2011