



Tastes[®] — of — Anglia





Our region

- Fertile soils including the fens
- Light soils ideal for roots
- Low rainfall
- Flat landscape
- Surrounded on 3 sides by water
- Woodlands of Hertfordshire
- Chilterns and chalk downs



Drink

- Juices such as apple juice
- Beer - 3 leading breweries in region
- 18 micro breweries
- 18 vineyards producing white, red and rose plus sparkling wine
- Cider including Aspall's
- Water in Cambridgeshire



Seafood and Fish

- Shell fish, oysters, crabs, cockles,
- Flat fish and lobsters
- Herrings, sea bass
- River fish such as trout
- Many small smokeries adding value



Meat

- Beef (rather than dairy cattle)
- Grazing around the marshes, wet land and river beds e.g. Ouse washes beef, salt marsh beef for added flavour
- Lamb grazing including land owned by RSPB
- Poultry including Kelly's turkeys



Pork

- More head of pigs than people in Suffolk
- Outdoor and traditionally reared
- RSPCA freedom foods/Red tractor
- Great breakfast products bacon, sausage, black pudding
- Suffolk cures for bacon and ham



Game in season

- Venison from large estates; Woburn, Holkham, wild and farmed
- Rabbits
- Hare in great supply in the east
- Partridge, Guinee Fowl and Pheasants
- Gressingham Duck



Fresh produce

- Fenland and Essex vegetables and salad
- Suffolk root vegetables
- Fresh soft fruit
- Apples and top fruit
- Brassica's from Bedfordshire
- Herbs across the region
- Norfolk Lavender



Dairy

- Limited cheese, goats, sheep, cow's milk
- Shaken Udder milk shakes (Essex)
- Lots of niche ice cream makers all using local ingredients
- Yoghurt, cream and milk with provenance is available



Big Brands

- Jordan's
- Birdseye
- Greene King
- Wilkin and Sons at Tiptree
- Britvic
- Cromer Crab
- Colemans








Iconic Local Brands

- Pinney's
- Adnams and Greene King
- Suffolk Mud
- Gressingham Duck
- Dingley Dell Pork
- Emmett's Bacon
- Suffolk Gold Cheese



Iconic Local Products

-  Suffolk ham
-  Suffolk cure bacon
-  Suffolk Salami
-  Newmarket sausage
-  Suffolk Red Poll



Trends

- Consumers want a more 'Local' eating experience, 44% expressed an interest
- 42% interested in seasonal menus
- Overall 31% interested to support the environment
- We are trading down in some items
- Free from diets ??????????



Issues

- Salt
- Alcohol intake
- Obesity
- Labelling
- Provenance
- Schools, hospitals, etc



Defra's vision for 2030

- Waste reduction and reuse
- Skills, knowledge, research and technology
- Greenhouse gas emissions
- Food sustainability
- Food system resilience, profitability and competition
- Healthy and sustainable diet



Market Dynamics

- Locally sourced food and drink represents a buoyant steadily growing food category valued at £4.8 billion in 2008 (source Mintel Sept 08)
- Farm shops are currently the fastest growing retail channel (71% increase UK 08-09 now some 3072)
- IDG research £10 spent locally = £24 to the local economy which is £10 more than the equivalent in a supermarket
- Supermarkets are increasingly offering more local lines.
- Increasing importance and awareness of food provenance partly driven by food scares and media interest in health and well being

The demand is there



TOA MARKETING GROUP

- The Regional Food and Drink Group
- We work at a local, regional, national and at an international level
- Work with regional partners
- Based outside Ipswich since 1992
- No longer funded (was FFB)



Trade development

- National/local exhibitions
- Meet the buyers 1:1 interviews
- Maintain good databases of companies
- PR and press tours





Unique event



- Trade show 4th March 2010
- Chilford Hall Linton
- 80 producers exhibiting
- 700 + Buyers from all food sectors
- Great PR and showcase





5/6th March



- Foodie skills area
- Cookery demonstrations
- Famous names demonstrating
- Open to the public both Friday/Saturday
- Food court for local food to go
- Replicate elsewhere





25 8 2005

'*Making Local Sourcing Simple*'

- **The Concept:-** One order, one delivery, one invoice
- **The Reasons:** - Supporting local producers, helping save Food Miles, source quality local food and drink
- Save time and money, find “real” taste.
- A simple price list with 55 producers to choose from, some 900 chilled, frozen and ambient lines,
- **Free** POS & product advice.





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