



USDA Foreign Agricultural Service

# GAIN Report

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## United Kingdom

### Poultry and Products

### Smithfield Foods enters UK market

### 2004

**Approved by:**

Valerie Brown Jones  
U.S. Embassy

**Prepared by:**

Steve Knight

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**Report Highlights:**

With the purchase of The Norwich Food Company and London-based Ridpath Pek, Smithfield Foods has penetrated the UK market

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
London [UK1]  
[UK]

Smithfield Foods has penetrated the UK market for the first time following the purchase of The Norwich Food Company and London-based Ridpath Pek for unspecified sums.

The \$8 billion group already owned a 50 per cent stake in Ridpath, a supplier of chopped pork and Polish deli meats, through its subsidiary Animex in Poland.

Smithfield Foods has closed Ridpath Pek's London office and amalgamated the two British companies to trade as Smithfield Foods from The Norwich Food Company's base, with the latter's managing director, John Allton Jones, appointed chief executive of the new business.

The Norwich Food Company imported continental European meat to the UK, principally chicken, turkey and game, while Ridpath Pek was the UK market leader in supplying chopped pork to the retail sector. Commenting on the change of ownership, Mr. Jones said that, while he expected business to continue, it is expected to offer benefits in the company's foodservice dealings, claiming that the U.S. is five or six years ahead in terms of product development. Mr. Jones says "there are a lot of opportunities in the UK market for Smithfield Foods".