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London Calling

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Report Highlights:

This quarterly publication reviews what's happening in the UK as regards agricultural issues, food safety, biotech, organics, up-coming food trade shows, product opportunities and promotion.

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Agricultural Issues/Food Safety

Iranian Pistachios should be banned says FSA

The UK's Food Standards Agency is calling for a ban on pistachio nuts imported from Iran following a survey that found high levels of cancer causing mycotoxins in 10 percent of the nuts. The contaminated pistachio nuts have been removed from sale and the UK is calling on the European Commission to re-instate a 1997 ban on Iranian pistachios. The Commission are in ongoing contact with the producers in Iran to discuss measures to improve product safety.

The news from the Commission came hot on the heels of a decision to implement a ban on certain products from Turkey. Figs, hazelnuts, pistachios and their mixtures are all affected by the decision which states that Member States may not import products falling in the aforementioned categories, originating in or consigned from Turkey, which are intended for human consumption or to be used as an ingredient in foodstuffs, unless the consignment is accompanied by the results of official sampling and analysis, and by a signed health certificate.

Source: Agra-Europe/EU Food Law, February 2002

Foot and Mouth Disease - the aftermath

The last reported case of Foot and Mouth Disease (FMD) in the UK was on September 30, 2001. With the exception of a recent scare in Yorkshire, where concern surrounding a suspect FMD case was subsequently proved unfounded, a sense of normality is beginning to return to the UK livestock sector. Domestic auction markets are re-opening, albeit under strict disease control rules, and some export markets are re-opening. Notably, on 22 January 2002 a meeting of the OIE (Office International des Epizooties) saw a panel of experts agree to restore the UK's 'FMD free status without vaccination' for the purposes of international trade. This effectively cleared the way for the UK to resume trade in animals and animal products to member countries of the OIE. Other third countries, including the US, are assessing their position.

However, despite the positive steps that the UK has been able to take since the disease was eradicated, the full extent of the impact of the disease is now becoming clearer. One notable example is the debate surrounding the number of animals culled as a result of FMD. According to official Government statistics, 4,165,000 animals were culled for direct disease control purposes between the first case on 20 February 2001 and the 2030th case just over seven months later. Of these animals 593,000 were cattle, 3,426,000 sheep, 141,000 pigs and 4,000 goats, deer and others. In addition 2,048,769 animals were culled on welfare grounds of which 69,033 were cattle, 1,587,364 sheep, 286,943 pigs and 5,429 others. But according to the UK's Meat & Livestock Commission (MLC), the official data mask the true extent of the cull because they do not include animals that were culled due to a lack of market. Citing examples such as an average 1.2 lambs with each breeding sheep - amounting to 4 million lambs slaughtered but not counted - and a similar 100,000 calves killed with their mothers and 50,000 calves close to birth, the MLC estimates that the true "FMD-cull" was just over 10 million head rather than the 6 million reported by the Government. Whatever the truth, it is clear that FMD has changed the UK livestock sector forever and any recovery of sorts will take years rather than months.

Consumers Concerned About Food Safety

A recent survey released the UK's independent food agency, the Food Standards Agency, reveals that consumers rank food poisoning as their top food concern, cited by 59% of those polled. Next, 55% of those polled cited BSE as a concern, followed by animal feed and pesticides tied at 50%. 37% of participants cited biotechnology as a specific concern, down 5% from the previous year.

Latest on Biotech Foods in the UK

British Consumers want transparency

A study shows that the majority of British consumers want the 'right to know' whether their food is from genetically modified sources. According to new research from the National Consumer Council (NCC) almost two-thirds (64%) of people surveyed thought it was important that food containing biotech ingredients should be labeled and over three-quarters (76%) thought that the same requirement should apply to meat and other products from animals fed with biotech feed. The NCC supports the European Commission's proposals to extend and strengthen biotech labeling but it is concerned that some of the proposals do not go far enough. In particular it would like to see meat products from animals fed biotech feed subject to mandatory labeling. (Source: *Health Food Business*, November 2001)

Soya integrity hinders pledge on pork

A year after Tesco and Asda supermarket chains pledged to source all chicken and pork from animals fed non-biotech diets, they have failed to meet their targets on pork. Although they attribute the delay to foot and mouth disease, industry sources say the multiples are privately regretting jumping on the non-Biotech bandwagon because sourcing bona fide non-Biotech soya is increasingly difficult and expensive.

European compounders source non-biotech soya almost exclusively from Brazil, because identity-preserved soya from the US is prohibitively expensive. Although Brazil has a cultivation ban on biotech plantings, even official trade estimates concede Brazil is being flooded with unregistered Biotech seed from Argentina, where more than 90% of production is genetically modified. The recent devaluation of the peso makes Argentinian seed even more attractive. Sources say seed sales from authorized dealers in Brazil do not correspond with the rise in total planted area, indicating that an increasing number of seeds are being bought unofficially. While UK retailers are confident their traceability and verification procedures prevent rogue soya from slipping through the net, they will struggle to meet their commitments if illegal plantings rise, and prices of identity-preserved soya rocket. (Source: *The Grocer*, January 2002)

Trade Debate: "Biotech Foods: Is it time to put them back on the shelf?"

The UK's leading retail trade magazine -- The Grocer held a debate in December 2001 which pitted organics champion Patrick Holden against Biotech pioneer Hugh Grant of Monsanto.

First Speaker: Patrick Holden, Director, Soil Association (UK's leading certifier)

Biotech technology could have "catastrophic" consequences if it were allowed back on to British supermarket shelves, claimed Soil Association director Patrick Holden. This was the seasoned organics campaigner's uncompromising message as he opposed the motion with a passionate attack on groceries which have long been labeled "Frankenstein foods" by the UK's media.

In a worst case scenario, warned Holden, Britain could find itself fighting an irreversible crisis in farming and health. And although he conceded there was currently no proof that biotech crops posed any risk to human health, he argued they had yet to be given the all clear. The full extent of any effects, he claimed, could even take "generations" to emerge.

"The technology is unrecallable and if the worst fears, which some of us intuitively have, are realized, the consequences would be catastrophic. There would be no way of recalling crops as contamination with introduction is inevitable."

The proof for such a bold statement already existed, he claimed, with Mexico providing a clear example of how introducing biotech crops once can saddle a country with them forever.

"Despite the fact Mexico has banned biotech for a number of years, there has still been cross contamination, with original crops being crowded out. That is the evidence of recent findings."

Contamination in north America, meanwhile, was "well known", he claimed and, reaching for the 'c' word again, he said it had reached "catastrophic" levels in the States.

Using genetic engineering in farming, he added, was "simply reacting to one crisis by creating another". There is absolutely no doubt that, in Europe, the market has comprehensively rejected biotech foods," he claimed. "There may be a market in North America but the population there had a very low level of awareness of the issues."

Branding biotech giants like Monsanto as "arrogant" in their belief that they could cure the world's farming crisis, Holden added: "It is an illusion that we can go forward into a world where Biotech foods can live alongside non-biotech foods or organics. It is one way or another. "It is down the biotech route or towards sustainable organic farming which has greater support."

Second Speaker: Hugh Grant, Executive Vice President, Monsanto

Monsanto's executive vice president and chief operating officer Hugh Grant called for UK consumer's to be given the chance to eat biotech foods.

He said the ultimate decision should be given to the public. "This would provide real consumer choice between organic food, conventional food and food produced through biotech technology.

There's place for all kinds of agriculture in response to consumer demand".

He added that allowing biotech agriculture would also give farmers more choice and let them compete better with their counterparts in the US and Latin American. Although the UK was the birthplace of biotechnology 20 years ago, the British hadn't taken advantage of it, while the rest of the world was passing them by. "UK farming is falling behind other parts of the world . Biotech products are one more tool that could allow them to weather the storm." The technology would allow farmers to grow crops in a more sustainable way. He said a consensus had emerged among European scientists that biotech products were safer than conventional crops because they used less pesticides and microtoxins. He cited examples of biotech cotton fields in the U.S. to which birds were returning because of the reduction in pesticide use. "It obviously has an impact on the abundance of wildlife, and we have the potential to see the same results in East Anglia".

He went on: "The myths are man made . Latest research has shown that 50% of consumers are prepared to try products that contain biotech crops. Retailers are the gatekeepers of advice for the public."

Monsanto argues that another 30-40 percent more food will soon be needed to feed the world's growing population. It is already making big strides in other countries, and worldwide, biotech crops now cover a 110 million acre area - 25 times bigger than in 1996. Grant predicted that there would be an emergence of crops including biofuels (low emission fuels made from plants), golden rice and more nutritious plants in the next two to three years. To allow the UK to capitalize on this, he urged the audience to return to a more rational outlook. "The UK faces a very difficult situation in the future which is almost untenable if this moratorium approach continues."

Final outcome of debate: Both speakers agreed that more discussion was needed about biotech foods. But as far as the debate, Monsanto's man won on the night. Delegates were able to vote before and after the debate using an electronic handset. This showed 52% had been in favor of putting biotech back on the shelves before the debate with 48% against, but after the debate the winning margin had risen to 64% in favor with 36% of delegates against. (Source: *The Grocer*, December 2001)

Latest on Organic Foods in the UK

UK organic retail sales pass the £800 (1.2bn) mark

The UK's retail market for organic food reached £802m in the last year, an increase of 33% on the previous 12 months, according to the Soil Association's Food and Farming Report 2001. This is the fastest sales growth of any European country. Supermarkets took £641m of those sales, with three quarters of households making at least one organic purchase during the year. The number of companies licensed to produce organic food has risen by more than 50% to 1,675. The area of UK land in full organic production has more than doubled from 103,000 hectares to 240,000 hectares. The level of imports is still high, although their overall percentage in value terms has decreased by a modest 5% to 70%. For the first time some organic eggs are being imported and 85% of fruit and vegetables are still imported.

Words of caution in the report are also prompted by the still increasing dominance of supermarkets, which now account for 80% of organic food sales. The worry with supermarkets is the issue of price premiums in purchasing policy. "The implications of downward price pressure are that UK producers will find it increasingly difficult to economically supply to these markets or farmers will be forced to shave the costs of production. Both outcomes would jeopardize long term sustainability for UK supermarket suppliers," says the report.

Sales through farm shops have decreased by 6%, although the number of farmers' markets and box schemes are expanding. Independent retailers, including health food shops, lost market share, down from 13% to 11%, but they are actually doing more business with sales up from £78m to around £90m. (*Source: Organic Business, December 2001*)

Top supermarkets back call for more organic farming

Seven of the UK's top supermarket chains - who between them control more than two-thirds of the UK's grocery retail share - are supporting a campaign for a massive increase in organic farming. The Organic Targets Campaign, contacted UK supermarkets, asking them to back its call for 30% of UK agricultural land to be organic by 2010.

But the UK's largest retailer, Tesco, which recently committed itself to £1bn worth of organic sales by 2005, has so far failed to give its support. Tesco's target would represent 5% of their total food sales and involve a significant increase in its organic range at every store. Tesco also promised to make organics more affordable and accessible for customers. Safeway has also failed to give its backing.

ASDA, Booths, Co-op, Iceland, Marks and Spencer, Sainsbury's and Waitrose have so far responded positively. If the campaign succeeds, supermarkets could source more British organic food. (*Source: The Grocer, November 2001, Just-food.com, January 2002*)

All change for organic regulators

Major changes proposed by DEFRA to the organic regulatory framework would see the end of the UK Register of Organic Food Standards (UKROFS), the government department responsible for organic regulation and accreditation. Proposals are now out for consultation in the industry. The most significant recommended change is that the UKROFS role of accreditation should be transferred to the not-for-profit UK Accreditation Service (UKAS).

Also proposed is the establishment of a new advisory body to carry out the development and review of standards, and to advise certifying bodies and DEFRA. Board members would be consumers, retailers, farming and food processing organizations, UKAS, certifiers and government representatives.

DEFRA would provide the secretariat as it does for UKROFS. Administration of functions such as import authorizations would be undertaken by DEFRA officials but with much of the day-to-day work carried out by the certifying bodies. Also to cease would be the UKROFS' role of approving inspectors and its direct certification scheme.

New stricter organic standards from Soil Association

The Soil Association is set to launch new standards in 2002, with more stringent requirements in a number of areas. For instance, solvent-extracted flavorings will no longer be permitted for use in organic foods and the percentage of added water in juices made from concentrates must now be labeled.

New rules being considered include the labeling of all processing aids and "hidden" processing methods. In future, according to SA standards and technical director Francis Blake, the organization will also look at how issues such as packaging and food miles might be addressed through the standards. (*Source: Health Food Business, December 2001*)

US company sets up base and seeks to certify in Britain

Farm Verified Organic (FVO) is the first US company to seek accreditation as a certification body in the UK. The IFOAM-accredited organization, which is a division of International Certification Services (ICS), already has operations far flung from its headquarters at Medina in the heart of rural North Dakota with bases in California and Brazil. Opening an office near the Welsh town of Wrexham will give it a stepping stone to developing business in Eastern Europe and Africa.

FVO, which played a key role in developing the IFOAM accreditation program, wants to offer certification in the UK and has applied to UKROFS. (*Source: Organic Business, August 2001*)

Bonterra's stamp of approval

Bonterra Vineyards of California have been at the forefront of organic viticulture since the early 1990's. They have now achieved organic certification from the Soil Association. Bonterra is one of the first wineries in the world to be granted this certification and is the first major wine brand to carry the Soil Association logo on its labels.

Simon Legge, Bonterra's European marketing director said the company set great store by the Soil Association's stamp of approval. "We believe organic accreditation is a vital cornerstone to building consumer confidence in any organic category, not least wine, and we regard the Soil Association as the "Gold Standard" of such credible organic certifiers."

(Source: Organic Business, February 2002)

General Market Intelligence

Celebrity chef prompts countrywide boom in prune sales

A countrywide boom in sales of skewers, prunes and sweetened condensed milk has been attributed to celebrity chef Delia Smith. The first episode of Smith's television show *How To Cook* was aired on BBC2 on Tuesday night and according to UK supermarket group Asda, the "Delia effect" can prove to be a lucrative one for retailers.

Asda told the *Mirror*. "Her prune recipe really got our customers going. "Sales of prunes were up by 30%, sweetened condensed milk up 27% and skewers up 35%." In the episode, Smith made a sticky prune and date cake, which she tested with a skewer. *(Source: Just-food.com editorial team, January 2002)*

J.O. Sims reports 100% sales growth in flavored fruit pieces

J.O. Sims Ltd, a leading fruit ingredient import specialist, reports a 100% increase in sales of flavored fruit and pieces (FFPs) over the past 12 months. Two major new contracts with top cereal manufacturers amounted to 92% of new FFP sales.

Lee Doleman, business development manager, commented: "Sales of FFPs have doubled over the past 12 months which is most encouraging and reflects the increasing popularity of this colorful, healthy and tasty ingredient.

"Cereal applications are just one example where FFP's may be used - breads, biscuits and muesli bars are other areas which have also been successful. We have found that our customers are pleasantly surprised at the versatility of FFP's. Whilst many fruit alternatives have a tendency to lose taste, color and texture during processing, FFP's do not. Here we have an ingredient which meets customer demand for cost effective, versatile and realistic fruit pieces."

Cranberry-based FFP's from Ocean Spray's Ingredient Technology Group are produced using natural fruit flavors, juices and sweeteners to create a fruit piece with a soft, plump texture which

is then dried and lightly sprayed with sunflower oil. The resulting dried products can deliver the flavor, color and texture of natural fruits, including blueberry, raspberry, cherry, strawberry, orange and peach. (Source: *Just-food.com* editorial team, February 2002)

UK sweet potato crop could be feasible

The demand for sweet potatoes is growing by around 10% a year, according to UK importing company Exotic Farm Produce. Speaking at a seminar on exotics, he said the market had been estimated at 6,000 tonnes, worth more than £3m. But while the crop has to be imported from sources such as the US, Portugal, Spain and Egypt, scientists from the UK's Horticultural Research Institute believe it may be possible to grow the crop in Britain. It has been conducting trials with the University of Georgia on 30 varieties. (Source: *The Grocer*, February 2002)

Honey import ban will force up costs

Honey manufacturers could see raw material costs soar by 30% as an import ban on Chinese honey forces them to look elsewhere for suppliers, the UK Honey Association has warned. Chairman Thomas Heck said manufacturers relying heavily on Chinese imports had been hit in the jugular after the Food Standards Agency (FSA) demanded a withdrawal of all Chinese honey from supermarkets. The FSA issued the demand after it discovered traces of the banned antibiotic chloramphenicol in samples of Chinese honey. Previously, only selected own label jars of honey had been removed from some supermarkets after FSA tests revealed another illegal antibiotic, streptomycin. Suppliers are now scrambling around for alternative sources in South America, Canada, Australia and US, which are more expensive and, in some cases, in short supply, said Heck. About 30-40% of the honey sold in the UK is of Chinese origin. (Source: *The Grocer*, February 2002)

UK catering wholesale trade buoyant

UK major catering delivered wholesalers include 3663, Brake Bros, Watson & Philip, DBC Foodservice, Glanbia Food Service and Woodward Foodservice, the rapidly growing delivered wholesale arm of the Iceland Group. Frozen food remains the largest category and this is driven by the importance of that product group to the key wholesalers especially Brake Bros. Grocery and chilled food follow in second and third place, but it is confectionery and soft drinks that are showing genuine growth. Non food, bakery and alcohol remain minor categories for the catering wholesalers.

Fast food and café bars have driven demand, with sales growth at 33 per cent year on year. The key wholesalers are winning new business from competitors outside the catering wholesale service. Struggling sectors are thought to be pubs, bars and restaurants and although not unequivocally proven, there is anecdotal evidence that Foot and Mouth has been a contributing factor in declining performance. (Source: *Checkout*, November 2001)

Marketing ethnic foods in Europe

Japanese and Thai cuisine are currently taking Europe by storm as healthy, fashionable eating options. The trend is characterized by the rise in sushi bars across Europe. A new wave of 'ethnic' foods including Cuban, Lebanese and Cajun are proving popular in countries such as France and Belgium, where there are large numbers of Mediterranean and African people. Indian cuisine, an established facet of UK culture, is now entering a new phase of development in response to consumer demands.

"There is a move to authenticity," said Alison Cannon, director of sales and marketing at Indian food specialists, Pataks Foods. "People are more aware of how good Indian food should be".

Countries such as Australia are far more developed in terms of ethnic fusion cooking than the UK, whereas countries such as Belgium are still quite embryonic in their development, according to FFB research. France is believed to have low levels of loyalty when it comes to ethnic foods, and tends to have low tolerance to spicy food.

Promoting ethnic foods in new markets requires considerable financial investment and research, according to Ms. Cannon. The ethnic food sector has been branded as a vibrant industry which needs to be reflected in the marketing of the product. "There needs to be drama and theater in the marketing," she said. "You've got to have strong exciting promotions that make the people feel involved in the product."

In many countries, knowledge about ethnic foods is limited and it is up to both the manufacturer and retailer to educate the customer and break down fear of different cuisines. Confusing shop floor displays and inadequate labeling of consumer information have created challenges for some companies as they try and penetrate new markets. Manufacturers and retailers are urged to exploit trade shows, cooking demonstrations, recipe leaflets, and enhance communications with people at every stage of the supply chain in a bid to develop new markets. (*Source: Meat Trades Journal, November 2001*)

UK shellfish sales up 19%

Total retail sales for chilled shellfish rose 19% last year to £91m, according to Taylor Nelson Sofres Superpanel. The loose sector has done particularly well with species such as crab and scampi multiplying their sales figures. Similarly, the total sales of chilled shellfish ready meals rose 20%. (*Source: The Grocer, January 2002*)

U.S. Trade and Consumer Marketing & Program Announcements

CA Wines Taste Success

The Annual London Wine Tasting organized by the Wine Institute of California opened its doors to visitors on Tuesday 26th February this year. The event showcased wine from around 300 Californian wineries represented by 60 different UK importers.

The one-day event was a huge success, with the Royal Horticultural Hall venue atmospheric and lively. Around 500 buyers and trade press attended, including buyers from all but one of the major supermarkets and specialists, and journalists from all the national newspapers, main trade press and many lifestyle publications. *(Source: Wine Institute of California London Office)*

US pear growers spot the gap

US pear growers saw an increased sales opportunity in Europe over the last few months, as the European Conference harvest is between 10-14% lighter. The Bureau carried out a range of UK in-store promotions from December to February, and hopes to increase its European exports beyond the 287,000 cartons shipped last year. Despite the effect of drought in some areas of Oregon and Washington state prospects still look very good for green Anjou which is the main exported variety, as well as Red winter and Bosc. Over 80% of produce is forecast to be in the top grade. *(The Grocer, November 2001)*

Pink apple volume to quadruple

Washington Pink Growers export coordinator Steve Fox has confirmed a substantial increase in programs to the UK this season. The target is between 200,000 and 250,000 cartons, quadruple last year's sales. Wholesale markets, where the majority of product is targeted, will be boosted by a £1m promotional push in the form of £5 per carton holiday cash vouchers.

The group, based in Yakima, represents over a third of Washington State pink varieties and a substantial share of Washington reds. Fox said last season's results had proved that their highly colored full flavored fruit could attract premium prices. "The Cripps Pink variety is already regarded as the highest value apple on offer," he said. "Apart from being selected to the highest standards of pressure, Brix and external appearance, Washington State is uniquely able to add the extra dimension of color intensity. That is what makes our Black Oval brand so unique.

"This season for the first time we will also market direct to leading retailers, packed under the Black Oval Washington Pink or Pink Lady labels, according to client preference." *(Source: The Grocer, December 2001)*

California Prune Power

The California Prune Board has revealed marketing plans for the UK which will incorporate a mix of press materials, national roadshow activities, radio support, national and regional magazine and newspaper coverage promoting California Prunes as THE ultimate healthy snack. The message will be targeted at women aged 25-44 years. Consumer literature will also be made available for use at point of sale. The campaign will roll out in consumer press and directly to consumers through roadshows in April and May.

The campaign will benefit from endorsement by celebrity chef Lesley Waters, who has appeared regularly on several TV cookery show. Chef Lesley will appear 'live' at the roadshows and also undertake media interviews on behalf of the prune industry.

Upcoming UK Trade Shows & Promotional Activity

April 7-8 **Natural Products Europe**, Olympia, London
Contact: Full Moon Communications Ltd Tel: 011 44 1903 817301
Fax: 011 44 1903 817311 Web site: www.naturalproducts.co.uk

This weekend will see the sixth event for Natural Products Europe. In response to the UK consumers' increasing interest in all things natural/organic and in healthy eating/living in general, Natural Products Europe has grown from a small show held in a hotel conference venue, to the Grand Hall, Olympia, London.

This is a show to reach UK buyers from health/natural food stores, independent grocers and multiple retailers wishing to source natural/organic food products. The show also covers vitamins, supplements, sports products, herbal remedies, alternative therapies etc. The show is predominately useful for U.S. companies specifically targeting the health/natural food store market and wishing to find an importer covering this area of distribution.

May 5-7 **FMI - UK Buying Mission**, Chicago, USA
Contact: Jennifer Jones, Agricultural Marketing Specialist, FAS London
Tel: +44 20 7894 0040 Fax: +44 20 7894 0031 E-mail: JonesJE@fas.usda.gov

FAS London is planning to lead a buying delegation to the Food Marketing Institute (FMI) Show this May. For details of the buyers on the mission and their product interests contact Jennifer Jones as above.

May 21-23 **London International Wine & Spirits Trade Fair**, Olympia, London
Contact: Brintex Ltd Tel: 011 44 20 7973 6401 Fax: 011 44 20 7233 5056
Web site: www.londonwinefair.com E-mail: brintex@hemming-group.co.uk

Billed as arguably the most important annual trade exhibition for the wine and spirits business, the London International Wine Trade Fair has been running for almost 20 years. Exhibiting at this show gives exposure to UK buyers for both the on-trade (restaurants, hotels, pubs, etc.) and the off-trade (supermarkets, retail off-license chains, independent off-licenses etc.). Around 800 exhibitors participate, representing every major wine producing nation. There will be stands organized by the Wine Institute of California and New York Wine & Grape Foundation at this event. Further details can be obtained from:

Wine Institute of California, Vigilant House, 120 Wilton Road London SW1V 1JZ
Tel: +44 20 7630 9101 Fax: +44 20 7630 9346 E-mail: california.wine@virgin.net
Contact: Mr. John McLaren/Ms. Venla Freeman

New York Wine & Grape Foundation, 350 Elm Street, Penn Yan, New York 14527 USA
Tel: (315) 536 7442 Fax: (315) 536 0719 E-mail: susan@nywine.com
Contact: Susan Spence, Director of Information

June 9-11 **The Authentic Food Market**, NEC, Birmingham
Contact: Fresh RM Tel: 011 44 20 7886 3000 Fax: 011 44 20 7886 3001
E-mail: authentic@freshrm.co.uk Web site: www.authenticfoodmarket.co.uk

U.S. companies with Chinese, Indian, Caribbean, Cajun/Creole, Tex-Mex and Kosher products may find this show a useful forum for gaining further distribution in the UK market. The Authentic Food Market comprises three co-located events. The Asian Food Show, The Oriental Food Show and New Ethnic Foods to make it easier for visitors to find products of specific interest to them and to provide a direct and focused route to meet these buyers. It supercedes the Ethnic Food Show and reflects the dramatic change in the ethnic industry as it becomes more mainstream and diverse. In general, it is beneficial to have already found a UK importer before exhibiting at this show. Please contact Jennifer Jones (JonesJE@fas.usda.gov) to discuss the effectiveness of this show in meeting your goals.

June 11 **USA Retail Showcase**, US Embassy, London
Contact: Jennifer Jones, Agricultural Marketing Specialist, FAS London
Tel: +44 20 7894 0040 Fax: +44 20 7894 0031 E-mail: JonesJE@fas.usda.gov

The FAS London office is hosting a mini-exhibition for the retail trade (major supermarket chains, minor supermarket chains, independents, department store food halls, coffee chains) comprising of UK importers of US foods and beverages as exhibitors, and a new-to-market product display area for US companies wanting to enter the UK. US companies looking to export to the UK are invited to send minimal product samples, brochures and business cards for the event. FAS London undertakes to provide feedback to each participant of the new product showcase.

July 7-9 **NASFT Summer Fancy Food Show - UK Buying Mission**, New York, USA
Contact: Jennifer Jones, Agricultural Marketing Specialist, FAS London
Tel: +44 20 7894 0040 Fax: +44 20 7894 0031 E-mail: JonesJE@fas.usda.gov

FAS London is planning to lead a buying delegation to the NASFT Summer Fancy Food Show this July. For details of the buyers on the mission and their product interests contact Jennifer Jones as above.

Oct 15-16 **Organex**, Earls Court, London
Contact: Mike Murray, Tarsus Organex Ltd
Tel: +44 (0) 1494 511525 Fax: +44 (0) 1494 511526
E-mail: mike@organex.net Website: www.organex.net

Organex is the UK's only trade show dedicated solely to organic food and drink products. Now in its fifth year, growth has been significant. Visitor numbers last year approached 4,000, and included buyers from all the major supermarket chains. The show includes a featured area for organic ingredients and a vegetarian showcase, highlighting the growing market of meat-free food. The organizers specifically aim to attract predominantly major multiple retail buyers as well as buyers from smaller retail chains and independent stores.

Mar 23-26 **USDA ENDORSED SHOW - IFE 2003** - International Food & Drink
Exhibition, ExCeL Docklands, London
Contact: Victoria Littlewood, Fresh RM Tel: 011 44 20 7886 3000
Fax: 011 44 20 7886 3001 Web site: www.ife.co.uk
E-mail: victoria.littlewood@freshrm.co.uk

IFE is the UK's leading food and drink trade exhibition. A biennial event, IFE attracts around 38,000 visitors, with at least 10% attendance from overseas buyers. The U.S. Pavilion is an established attraction at the show and we aim to work with the organizer's Fresh RM to have around 30 U.S. companies participating. This is a USDA endorsed show on account of its reputation for attracting UK buyers from key sectors of interest to U.S. companies - importers, retailers and foodservice buyers. It is particularly useful for new-to-market companies with shelf-stable or frozen grocery products. Participation in the U.S. Pavilion provides added benefits to the U.S. company with the provision of business lounge, and FAS/USDA staff on hand to ensure contacts are made and arrangements smooth. USDA London also holds a reception for U.S. Pavilion participants to facilitate contact with the UK trade. Please be aware of a recent change in MAP funding regulations which state that MAP recipients must be located within the American Pavilion.