

From 1<sup>st</sup> April the BPC became the Potato Council, but it is still business as usual

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# Retail Report

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## Potato Statistics

### Highlights

Overall, total frozen value shows a year on year increase of 7.9% and a small increase of 1.4% by volume

In value terms, all categories show an increase except canned potatoes – down 4.3%. The largest increase is seen by chilled potatoes up 16.1% followed by frozen chips up 8.6%

In volume terms, recon. & convenience potatoes and chilled potatoes show the largest increase, up 10.5% and 10.2% respectively, while canned potatoes are down 11.3%

<b>POTATO PRODUCTS</b> 52 wks to 24 Feb 2008	<b>VALUE (£000s)</b>	<b>VALUE CHANGE % Yr on Yr</b>	<b>VOLUME (Tonnes)</b>	<b>VOLUME CHANGE % Yr on Yr</b>	<b>AVERAGE RETAIL PRICE (£ per kilo)</b>
Frozen Chips	307,542	8.6	308,249	1.3	1.00
Frozen Potato Products	183,916	6.6	131,457	1.6	1.40
<b>TOTAL FROZEN</b>	<b>491,457</b>	<b>7.9</b>	<b>439,706</b>	<b>1.4</b>	<b>1.12</b>
Recon. & Conven. Potato	28,029	1.9	14,357	10.5	1.95
Chilled Potatoes	19,953	16.1	6,361	10.2	3.14
Canned Potatoes	14,162	-4.3	20,841	-11.3	0.68
Crisps	622,982	5.8	120,927	2.1	5.15

### Highlights

Total fresh potatoes show growth of 11.2% by value and 2.7% by volume. Within this, total pre-packed shows a value increase of 12.4% and a volume increase of 4.6%, while total loose shows a value increase of 6.1% but a volume decrease of 10.2%

In terms of value growth, all categories show an increase but with organic showing the highest growth of 14.2%, followed by pre-packed maincrop with 13.3%

Pre-packed baking is the category showing the highest volume growth of 10.6%, with pre-packed new at 10.2%. Loose new and maincrop show the highest rate of decrease – 13.5% and 11.9% respectively

<b>POTATOES by PACK TYPE</b> 52 wks to 24 Feb 2008	<b>VALUE (£000s)</b>	<b>VALUE CHANGE % Yr on Yr</b>	<b>VOLUME (Tonnes)</b>	<b>VOLUME CHANGE % Yr on Yr</b>	<b>AVERAGE RETAIL PRICE (£ per kilo)</b>
Pre-packed New	268,200	11.9	345,460	10.2	0.78
Pre-packed Maincrop	433,099	13.3	901,740	1.5	0.48
Pre-packed Baking	114,641	10.0	178,200	10.6	0.64
<b>TOTAL PREPACKED</b>	<b>815,956</b>	<b>12.4</b>	<b>1,425,407</b>	<b>4.6</b>	<b>0.57</b>
Loose New	66,699	0.3	75,403	-13.5	0.88
Loose Maincrop	24,129	1.5	31,193	-11.9	0.77
Loose Baking	86,654	12.6	72,251	-5.6	1.20
<b>TOTAL LOOSE</b>	<b>177,483</b>	<b>6.1</b>	<b>178,847</b>	<b>-10.2</b>	<b>0.99</b>
Organic	29,029	14.2	33,576	8.1	0.86
Conventional	964,409	11.1	1,570,678	2.6	0.61
<b>TOTAL FRESH (Retail)</b>	<b>993,438</b>	<b>11.2</b>	<b>1,604,254</b>	<b>2.7</b>	<b>0.62</b>

DATA SOURCE—TNS

All potatoes—GB & Imports

## Retail Detail



RETAILER SHARE OF FRESH POTATO MARKET 52wks to 24 Feb 2008	VALUE %			VOLUME %		
	Total Potatoes	Prepack Potatoes	Loose Potatoes	Total Potatoes	Prepack Potatoes	Loose Potatoes
Tesco	28.2	29.5	22.3	30.1	31.3	20.7
Sainsbury	16.1	16.2	15.5	14.3	14.3	14.5
Morrisons	12.0	12.2	11.2	12.7	12.9	11.6
Asda	13.8	14.7	9.6	16.2	17.0	9.5
Somerfield	4.4	4.1	6.0	3.8	3.7	4.7
Co-Op Grocers	4.6	4.9	3.6	4.3	4.5	3.2
Marks & Spencer	3.5	3.7	2.6	1.5	1.5	1.5
Waitrose	4.1	3.5	7.0	2.7	2.3	5.6
Aldi	2.2	2.7	0.1	3.3	3.7	0.1
Lidl	1.9	2.1	0.9	2.7	2.8	1.1
All others	9.2	6.4	21.2	8.4	6.0	27.5
<b>TOTAL MARKET</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

DATA SOURCE—TNS

## Retail News

*'online still growing'*

### Online grocery sales – growing but slowing

The phenomenal growth in online grocery sales is set to slow from 33% in 2007 to 27% this year. But online sales are still far outperforming the 3.7% growth seen in bricks and mortar grocery stores in 2008 according to figures just out from Verdict Research.

*'Spar is boosting its food-to-go offer'*

### Spar tries noodle bars

Spar is giving retailers the chance to open noodle bars and install self service coffee machines as it boosts its food-to-go offer. It plans to roll out Kitsu noodle bars across its UK estate following successful trials at its Great Victoria Street store in Belfast.

The noodle bars, which have been adapted from Spar stores in Japan, would cater for office workers looking for a premium food-to-go offer and a different option from sandwiches and salads, said a spokesperson for the company. The bars have already attracted the interest of Spar retailers in Battersea and Glasgow and could hit stores across the UK in the next few weeks.

Spar said it was also offering retailers customer-facing Censa coffee machines. Censa is a 100% Fairtrade premium coffee with beans bought at fair market prices.

*'a single, unified Co-op brand'*

### Co-op plans to double profits

The Co-operative Group has unveiled a £1.5bn plan designed to create a single unified brand and double its profits. Under the three year programme, the Co-op is looking to create a single brand for its 4,300 retail outlets across the country. "The Co-operative Group now has the critical mass necessary to deliver real change," said executive Peter Marks. While the Co-op said it hoped the investment will double profits, Marks maintained that the business would not sacrifice its social conscience. "Customers, members and employees will continue to choose us for what we do with our profits as well as for how we make them," he said.

## The changing face of British cooking

There have been several pieces of research reported lately that begin to provide a picture of the changing nature of the UK household and what they are cooking – or not as the case may be! Research, it should be said, that echoes that of the Potato Council's own research. A recent survey by Tesco reported that traditional British dishes, such as toad in the hole and spotted dick, could disappear from dining tables by 2021 as households increasingly turn to foreign cuisine. The research shows that Britons rarely make dishes such as steak and kidney pie or jam roly-poly from scratch anymore, and are far more likely to cook curry and pasta meals from recipes. The survey found that only 5 per cent of 18-40 year olds had cooked a spotted dick, compared with 14 per cent of 41-55 year olds. Similarly, 6 per cent of the younger group had made a Beef Wellington compared with 15 per cent of the over 40's.

Tesco claims that the five dishes above – as well as coronation chicken, sherry trifle and Lancashire hot pot – are prepared so infrequently that they could disappear completely by 2021.

Foreign dishes, however, are thriving. For instance, 71 per cent and 62 per cent of the under 40's had made spaghetti bolognese or curry, respectively.

As if to back this up, a survey by Country Living magazine of 2,000 people, revealed that some of the population, particularly younger age groups, are unaware of the country's food heritage and regional delicacies.

For instance the survey found that young consumers were unaware that haslet is a traditional pork and offal dish



from Lincolnshire, instead believing it to be a morris dancer's waistcoat! Choosing definitions of cullen skink, stotty cake, bara brith and champ also posed problems for more than half of young Britons.

Results from another piece of research carried out for the 'What's for dinner club', showed that despite an insatiable appetite for TV cookery programmes, these had little impact on the variety of food served in the average home. Just six dishes accounted for the most frequent meals in 98 per cent of British households, despite the best efforts of Gordon Ramsey and Jamie Oliver. Almost a third (30 per cent) prepared roast chicken most regularly, with spaghetti bolognese (27 per cent) and stir fry (12 per cent) the next most popular. Then came sausage and mash at 12 per cent, followed by curries at 10 per cent and pork chops at 7 per cent.

Asked why they did not try out new recipes, 37 per cent said they were worried their family would not like them, 32 per cent said they could not remember how to cook any other meals and 31 per cent said they "couldn't be bothered."

*This research echoes the findings from our own Potato Council research which shows that British households have tended toward faster, easier choices of meal, particularly during the week. Things like chicken, fish and pasta dishes and other more cosmopolitan meals that are quick and simple to prepare are winning in UK kitchens. We must continue working toward positioning potatoes as the carbohydrate of choice with these dishes, wherever possible.*

## Growth in the 'slow food' movement

During the Second World War, we Britons were urged to 'dig for victory' to help alleviate the shortage of food. It now seems that we are back digging again only this time not cajoled by the government but by rising food prices and television lifestyle shows.

Leading seed companies have said that UK buyers were shunning their traditional summer orders for flowers in favour of potatoes, tomatoes, lettuce and other crops to grow at home.

Tom Sharples, the technical manager of Suttons seeds was recently quoted in the Guardian as saying, "Five years ago the split between vegetables and flower seeds was 60:40, this had switched by last year to 60:40 in favour of vegetables and now in some places it is at 70:30 in favour of vegetables."

A spokesperson for Thompson & Morgan, another UK seed merchant, said there was a definite shift toward vegetables including a 10% increase in sales of seed potatoes so far this year.

The burgeoning 'slow food' movement and growing interest in local, seasonal produce are factors in the rise of the vegetable patch. But the seed companies also say that food and fuel price rises are helping to drive the shift to vegetable growing.

Tom Sharples of Sutton's said, "You can plant your garden with vegetables for the price of filling your car up with

petrol. Fifty pounds worth of seed is a lot of vegetables. People tell us they are planning to spend more time in the garden now because they cannot afford to go out so much."

The move back to growing your own vegetables is also seen in the huge increase in demand for allotments. Geoff Stokes, the secretary of the National Society for Allotments said, "There are roughly 330,000 allotment holders in the UK but the waiting lists are growing fast. Demand has increased considerably in the last few months alone. It seems there is a complete lifestyle change taking place. We had the 'good life' factor in the 1970s, but the phenomenon seems more sustainable now."

As many as 100,000 people are estimated to be on allotment waiting lists. Demand outstrips supply most in Yorkshire, where six towns have a combined waiting list of more than 3,500 people. Councils are obliged to provide 15 allotments for every 1,000 households and no more than six people are meant to be waiting for a plot at any one time. Clearly they have misjudged the increase in demand.

The top ten grow-your-own vegetables and fruit are firstly potatoes followed by tomatoes, lettuce and salads, runner beans, peas, carrots, onions, garlic, herbs and finally fruit bushes.



## Nutritional Nugget – Vitamin C

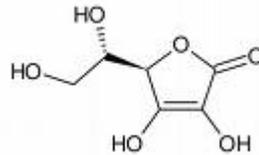
### 'Vitamin C - what is it and why do we need it?'

Following our article last month on Folic Acid, a vitamin that potatoes are particularly rich in, we follow it up this month with a look at another vitamin that is found in abundance in potatoes – vitamin C. We ask the questions - what is it and why is it good for us?

Vitamin C is also known as ascorbic acid and is found in a wide variety of fruit and vegetables including potatoes. Good sources also include peppers, broccoli, Brussels sprouts, sweet potatoes, oranges and kiwi fruit.

#### What does it do?

Vitamin C has a number of important functions. For example it helps protect cells and keeps them healthy and helps the body absorb iron from food. Specifically, it



promotes the growth and maintenance of bones, teeth, skin and red blood cells, helps repair tissues and helps the body resist stress and infection. Vitamin C is also believed to prevent cardiovascular disease, lower cholesterol levels, lower blood pressure, fight allergies and asthma, aid symptoms of all sorts of diseases from diabetes to osteoporosis. However despite popular myth it has not been proven to protect from the common cold.

#### How much do we need?

Vitamin C is a water soluble vitamin, which means you need it in your diet everyday as it passes through the system and is not stored.

The Recommended Daily Amount or RDA is 90mg for men and 75mg for women. A medium portion of new potatoes (175gms) will deliver 26% of this RDA, and a medium jacket potato, almost half compared with rice and pasta which contain no vitamin C.

In all, potatoes provide 15% of Britain's Vitamin C intake.

### All change but business as usual!

On April 1<sup>st</sup> the British Potato Council became the Potato Council (a subsidiary of the Agriculture and Horticulture Development Board AHDB). Currently it is business as usual but board members of Potato Council are committed to engaging with industry about Potato Council plans. Are the priorities right? What can we do more or less of? What could the Potato Council be doing to deliver you a better service?

To arrange a meeting with a member of the board or submit comments please call Helen Priestley on 01865 782281 or email hpriestley@potato.org.uk More information is available at www.potato.org.uk

## It must be true, it's in the media



#### Spotted in the Economist:-

According to an article in the Economist a thirty year period of sustained cheap food is well and truly over. "World agriculture has entered a new unsustainable and politically risky period," said Joachim von Braun, the head of the International Food Policy Research Institute in Washington. To prove his point he cited food riots that have erupted in countries all along the equator. In Haiti, protesters forced the prime minister to resign; 24 people were killed in riots in Cameroon; Egypt's president ordered the army to start baking bread; and in the Philippines, the government has made the hoarding of rice punishable by life imprisonment. Why? Because of the soaring price of basic commodities, particularly rice which increased in price by 16 per cent in 2007 but so far in 2008 has increased by a massive 141 per cent. Wheat has also risen dramatically up 77 per cent in 2007, resulting in calls for a national pasta strike for a day in Italy.

*Despite some upward movement in prices for potatoes they have not seen growth so dramatic as pasta and particularly rice – a timely reminder for us to continue to promote the goodness and value of British potatoes. Potatoes can feed more people per hectare than any other crop – could they even become the world's frontline staple food?*

#### Spotted in the Times:-

More potatoes are thrown away every day than any other fruit or vegetable, according to figures released by the government's waste advisory body, the Waste Resources Action Programme (WRAP) who are highlighting food wasted in the UK in an effort to reduce the nation's CO<sub>2</sub> emissions from food in landfill sites. The analysis of bin contents from 2,000 homes in 11 local authority areas has shown that 5.1 million potatoes are discarded every day along with 4.4 million apples, 2.8 million tomatoes, 1.6 million bananas and 1.2 million oranges. The reasons behind the wastage would appear to be that households are not eating the fruit or vegetables before they start to go off coupled with a failure to store them properly.

#### Spotted on the internet:-

With apologies to any Arsenal fans out there - Arsenal ground staff were seen planting potatoes in the centre circle at the Emirates stadium today. A spokesman said it was so they had something to lift at the end of the season!



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