GROW YOUR OWN POTATOES

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Retail Report

Issue 78 February 2010

POTATO COUNCIL

Potato Statistics – 52 wks to 27 Dec 2009

Observations

Overall, total frozen value shows a year on year increase of 3% and an increase of 0.2% by volume

In value terms, all categories show an increase except canned potatoes – down 12.9% and recon. and convenience potatoes – down 12.7%. The largest increase is seen with chilled potatoes up 13.1% followed by crisps up 9%

In volume terms, chilled potatoes show the largest increase, up 17.7%, while recon. and convenience potatoes are down 15.1% and canned potatoes are down 14.2%

POTATO PRODUCTS 52 wks to 27 Dec 2009	VALUE (£000s)	VALUE CHANGE % Yr on Yr	VOLUME (Tonnes)	VOLUME CHANGE % Yr on Yr	AVERAGE RETAIL PRICE (£ per kilo)
Frozen Chips	338,036	3.9	327,642	1.2	1.03
Frozen Potato Products	199,794	1.5	138,108	-2.2	1.45
TOTAL FROZEN	**537,830**	**3.0**	**465,750**	**0.2**	**1.15**
Recon. & Conven. Potato	28,209	-12.7	13,809	-15.1	2.04
Chilled Potatoes	147,597	13.1	44,055	17.7	3.35
Canned Potatoes	11,291	-12.9	16,943	-14.2	0.67
Crisps	758,231	9.0	127,307	1.3	5.96

Observations

Total fresh potatoes show a decrease in value of 2.8% but growth in volume of 0.9%. Within this, total pre-packed shows a value increase of 0.2% and a volume increase of 2.9%, while total loose shows a value decrease of 17.6% and a volume decrease of 20.2%

In terms of value growth, the largest increase is shown by pre-packed baking at 4.8% with organic showing the largest decrease of 24.1%

Pre-packed baking is also the category showing the highest volume growth of 16.4%. Loose new and organic show the highest rate of decrease – 31% and 28.7% respectively

POTATOES by PACK TYPE 52 wks to 27 Dec 2009	VALUE (£000s)	VALUE CHANGE % Yr on Yr	VOLUME (Tonnes)	VOLUME CHANGE % Yr on Yr	AVERAGE RETAIL PRICE (£ per kilo)
Pre-packed New	275,889	-1.4	368,603	-2.6	0.75
Pre-packed Maincrop	524,321	-0.1	1,055,294	3.0	0.50
Pre-packed Baking	83,434	4.8	129,227	16.4	0.65
TOTAL PREPACKED	**885,793**	**0.2**	**1,558,488**	**2.9**	**0.57**
Loose New	57,625	-17.6	40,343	-31.0	1.43
Loose Maincrop	19,428	-9.6	23,573	-3.9	0.82
Loose Baking	68,755	-19.6	53,616	-16.6	1.28
TOTAL LOOSE	**145,808**	**-17.6**	**117,532**	**-20.2**	**1.24**
Organic	21,491	-24.1	24,674	-28.7	0.87
Conventional	1,010,110	-2.2	1,651,346	1.5	0.61
TOTAL FRESH (Retail)	**1,031,601**	**-2.8**	**1,676,020**	**0.9**	**0.62**

DATA SOURCE—TNS

All potatoes—GB & Imports

Retail Detail

RETAILER SHARE OF FRESH POTATO MARKET 52wks to 27 Dec 2009 % change year on year	VALUE %				VOLUME %			
	Total Potatoes		Prepack Potatoes	Loose Potatoes	Total Potatoes		Prepack Potatoes	Loose Potatoes
Tesco	28.3	-2.4	29.6	19.9	28.8	-4.5	29.7	17.7
Sainsbury	15.8	-1.6	16.1	13.9	13.9	-1.0	14.0	12.5
Morrisons	12.3	-0.2	12.1	13.8	12.7	8.4	12.6	12.9
Asda	14.7	N/C	15.7	9.1	17.2	3.9	17.9	8.5
Somerfield	3.0	-31.1	2.9	4.0	2.5	-31.2	2.5	3.0
Co-Op Grocers	5.7	3.0	5.7	5.5	5.1	5.6	5.2	4.6
Marks & Spencer	2.9	-10.1	3.0	2.4	1.6	8.7	1.6	1.7
Waitrose	3.9	-0.9	3.3	7.9	2.5	2.4	2.2	6.2
Aldi	3.1	5.2	3.6	0.1	5.5	26.4	5.9	0.1
Lidl	1.9	4.3	2.0	1.1	2.5	9.9	2.6	1.4
All others	8.4		6.0	22.3	7.7		5.8	31.4
TOTAL MARKET	**100.00**	**-2.8**	**100.00**	**100.00**	**100.00**	**0.9**	**100.00**	**100.00**

DATA SOURCE—TNS

Potato Statistics – 52 wks to 24 Jan 2010

Highlights

Overall, total frozen value shows a year on year increase of 2.6% and an increase of 0.7% by volume

In value terms, chilled potatoes show the largest increase up 13.2% while recon & convenience potatoes are down 14.3%. In volume terms chilled potatoes again show the largest increase up 17% and recon & convenience the largest decrease down 15.3%

POTATO PRODUCTS 52 wks to 24 Jan 10	VALUE (£000s)	VALUE CHANGE % Yr on Yr	VOLUME (Tonnes)	VOLUME CHANGE % Yr on Yr	AVERAGE RETAIL PRICE (£ per kilo)
Frozen Chips	337,816	3.0	328,569	1.4	1.03
Frozen Potato Products	201,761	1.9	139,864	-0.8	1.44
TOTAL FROZEN	**539,577**	**2.6**	**468,433**	**0.7**	**1.15**
Recon. & Conven. Potato	27,971	-14.3	13,846	-15.3	2.02
Chilled Potatoes	148,552	13.2	44,240	17.0	3.36
Canned Potatoes	11,371	-11.6	16,875	-13.9	0.67
Crisps	761,331	8.1	128,105	1.6	5.94

Highlights

Total fresh potatoes show a decrease of 2.8% by value but an increase of 0.9% by volume. Within this, total pre-packed shows a value increase of 0.3% and a volume increase of 2.8%, while total loose shows a decrease of 18% by value and 19.4% by volume

In terms of value growth, the only increase is shown by pre-packed baking at 5.8% with loose organic showing the largest decrease of 24%

Pre-packed baking is the category showing the highest volume growth of 19.6%. Loose new and organic show the highest rate of decrease – 30% and 29.4% respectively

POTATOES by PACK TYPE 52 wks to 24 Jan 2010	VALUE (£000s)	VALUE CHANGE % Yr on Yr	VOLUME (Tonnes)	VOLUME CHANGE % Yr on Yr	AVERAGE RETAIL PRICE (£ per kilo)
Pre-packed New	270,053	-1.2	360,427	-3.3	0.75
Pre-packed Maincrop	531,181	-0.2	1,065,304	2.6	0.50
Pre-packed Baking	84,368	5.8	132,775	19.6	0.64
TOTAL PREPACKED	**887,936**	**0.3**	**1,564,178**	**2.8**	**0.57**
Loose New	57,377	-17.8	40,141	-30.0	1.43
Loose Maincrop	19,077	-10.0	23,373	-2.6	0.82
Loose Baking	67,760	-20.2	53,322	-16.2	1.27
TOTAL LOOSE	**144,214**	**-18.0**	**116,836**	**-19.4**	**1.23**
Organic	21,386	-24.0	24,429	-29.4	0.88
Conventional	1,010,763	-2.2	1,656,585	1.5	0.61
TOTAL FRESH (Retail)	**1,032,150**	**-2.8**	**1,681,014**	**0.9**	**0.61**

DATA SOURCE—TNS

All potatoes—GB & Imports

Retail Detail

RETAILER SHARE OF FRESH POTATO MARKET 52wks to 24 Jan 2010 % change year on year	VALUE %				VOLUME %			
	Total Potatoes		Prepack Potatoes	Loose Potatoes	Total Potatoes		Prepack Potatoes	Loose Potatoes
Tesco	28.2	-2.6	29.6	19.8	28.9	-3.8	29.7	17.6
Sainsbury	15.8	-1.6	16.1	13.9	13.9	-1.2	14.0	12.5
Morrisons	12.4	0.7	12.2	14.0	12.8	9.9	12.8	13.1
Asda	14.7	-0.5	15.7	9.0	17.2	3.6	17.8	8.4
Somerfield	2.9	-34.5	2.7	3.8	2.4	-34.2	2.4	2.9
Co-Op Grocers	5.8	5.0	5.8	5.6	5.3	7.8	5.3	4.8
Marks & Spencer	2.9	-6.6	3.0	2.4	1.6	9.6	1.6	1.8
Waitrose	4.0	1.7	3.3	7.9	2.5	6.9	2.3	6.1
Aldi	3.1	2.1	3.6	0.1	5.3	12.1	5.6	0.1
Lidl	1.9	3.6	2.0	1.1	2.6	10.4	2.7	1.5
All others	8.3		6.0	22.4	7.5		5.8	31.2
TOTAL MARKET	**100.00**		**100.00**	**100.00**	**100.00**		**100.00**	**100.00**

Latest research from the Food Standards Agency

Results from the first year of the new National Diet and Nutrition Survey (NDNS) suggest that the UK population is eating less saturated fat, less trans fat and less added sugar than it was 10 years ago.
Saturated fat intakes in adults have dropped slightly to 12.8% of food energy, compared with 13.3% in 2000/01, and men and children are eating less added sugar.
The population's trans fat intakes have also fallen slightly and are now at 0.8% of food energy, which is well within recommended levels. And, on average, adults are eating 4.4 portions of fruit and vegetables a day with over a third of men and women now meeting the '5-a-day' guideline.
However, despite these encouraging indications, intakes of saturated fat are still above the recommended level of 11% of food energy intake, and at 12.5%, population intakes of added sugars still exceed the recommended 11%.
The research shows that the overall picture of the diet and nutrition of the UK population is broadly similar to previous surveys in the NDNS series carried out between 1992 and 2001, although there are suggestions of positive changes.
Importantly though, the findings do not identify any new or emerging nutritional problems in the general population.
Other findings include:
* People are still not eating enough fibre, which is essential for healthy digestion. Current average intakes are 14g per day for adults, some way below the recommended 18g.
* Consumption of oily fish, which is the main source of beneficial omega 3 fatty acids, remains low. Both adults and children are eating well below the recommendation of one portion per week.
* Iron intakes among girls aged 11 to 18 years and women are still low in many cases – which can lead to iron deficiency and anaemia. However, overall, vitamin and mineral intakes among the population are slightly improved.
Gill Fine, Director of Consumer Choice and Dietary Health at the FSA, said: 'The results from the first year of our new NDNS rolling programme provide us with an interesting snapshot of the nation's diet, and will allow us to track emerging trends over future years. The evidence from this and from further surveys will help us and other government departments formulate policy to address the issues that have been raised.

Organic producers in new mass-market push

Organic producers hope to boost sales by millions of pounds this year by going more mass market and persuading 'dabblers' to buy more frequently.
After a torrid 2009, which saw double-digit sales falls in many sectors, organic was poised for a turnaround, claimed the Soil Association and Organic Trade Board (OTB) at the former's conference recently.
Consumers no longer believed organic was just for the well-heeled, they said, citing a new survey showing 83% of consumers now bought organic, that C2, D and E social groups represented half its customer base and only 7% of shoppers believed organic meant 'smarter/posher'.

With 10 million UK households buying organic only two to six times a year, according to new Kantar Worldpanel figures, there was an opportunity to increase the frequency of purchase dramatically, said the two bodies. Even a few extra purchases would add tens of millions of pounds in sales, they claimed.
"The consumer is clearly realising the benefits of organic and this has spread to the mass market, dispelling the myth that buying organic is just confined to the minority," said OTB consultant Finn Cottle.
Overcoming 'organic elitism' was one of the key themes at the conference, where delegates discussed ways of bringing the category further into the mainstream. The Soil Association said there had already been encouraging sales improvements in a number of areas.
Leading organic milk supplier Omsco reported this week that organic milk sales hit an all time high last year, with 5% growth [Kantar Worldpanel, 52w/e 27 December]. There had also been record demand for organic root vegetables in the first two weeks of January, while organic baby food had gained a 48% market share, Cottle claimed.
OTB is working with industry on a business plan to add £1bn of sales by 2015, while environmental group Sustain is launching a three-year ad campaign for organics in the autumn in a bid to generate 15% annual volume growth.

The future of food?

A recent report in the Times newspaper took a closer look at some of the hi-tech foods of tomorrow. These are not just predictions, some are about to happen.

- Drinks, snack bars and foods containing encpasulated liquids that turn to fibre in your stomach, slowing the transit time of food through your system, thus giving the illusion of being full
- New techniques such as pasteurisation by high pressure or electric pulse will extend shelflife of fresh products without impairing taste or vitamins
- Micro-encapsulated omega-3 oil in bread and other foods, with no taste contamination, to market as a fortified superbread for children's sandwiches
- Sensors in the wrappers of fresh meat and vegetables that will tell what the food's state of freshness is
- Chemicals in foods to boost the production of saliva to make things taste jucier or more refreshing

Scratch cooking v convenience

'the move to scratch cooking has been overstated'

Reading the press recently, you would be forgiven for being convinced that driven by the recession the nation is returning wholesale to scratch cooking. Recent market data from Nielsen, however, shows the hot snacking market has grown by 8% year on year to 28th November 2009, suggesting convenience is far from dead.

Hugh Taylor, category development controller at Young's, said, "The move to scratch cooking has been overstated, convenience is still an important trend." This is a view echoed by John Armstrong, managing director of Kepac, which produces microwaveable snacks, who said recently in the Grocer magazine "The recession may have meant people have less money, but they still work long hours and need convenient food. When a shift worker gets home worn out after a hard day, they may want a meal they can cook in less time than it takes to boil a kettle."

One of the key benefits of microwaveable products is that while they might be more expensive than their standard equivalents, they do come in single or two-serve packs which many time-poor consumers want. Another reason given for why they are performing better than expected is that they have been successful in broadening their appeal. John Armstrong said, "Students are a big target group, as are youngsters living at home, but busy mums also buy into the category as a quick tea for their kids."

Microwaves also allow families to be more flexible about meal times and give households the easy option to feed different peple at different times.

It's not just hot snacks that are doing well in the microwave sector, Birds Eye and Findus have worked hard in new product development and now offer a range of pasta meals as well as steam bags of vegetables and a range of fish dishes cooked from frozen in minutes.

Looking to the future, suppliers agree there is still work to be done in moving away from the perception that microwave meals are student orientated and unhealthy to convince consumers that microwaveable foods can be nutritious and wholesome and ready in minutes.

Grow Your Own Potatoes has a new website for primary school teachers - www.potatoesforschools.org.uk

This year with over 14,500 registrations for GYOP our new look website means we can help more teachers than ever before. We are providing free curriculum resources that fall under four categories: Growing Potatoes; Knowing Potatoes; Healthy Eating and Potatoes; and Cooking Potatoes - plus a range of cross-curriculum lesson ideas along with videos, recipes, games and colouring sheets for interactive classroom activities.

Grow Your Own Potatoes is a perfect way to bring children and agriculture together and with half a million children benefitting from this project this year alone. Why not get involved by visiting a school near you to help plant and harvest their crops? Your involvement really helps to bring this project to life in the classroom. If you are interested please call Sue on 0247 6478774 or email slawton@potato.org.uk.

It must be true, it's in the media

Spotted in the Grocer:-

Wonky fruit and vegetables could be banned from stores again following demands by Spanish MEPS. The ban on selling irregular fresh produce was lifted last July in a bid to cut food wastage and red tape. However, Spanish MEPs bidding to protect domestic suppliers won the backing of the European Parliament's agriculture committee to reinstate the ban.

Conservative MP Richard Ainsworth said, "To try to stop stores selling perfectly decent food simply because of its shape or size is morally unjustifiable, especially when we are worried about global food supplies."

Also spotted in the Grocer:-

The Jersey Royal Company (JRC) is planning to launch regional potato brands following its acquisitiion of St Nicholas Court Farms. JRC will use the Kent based company as a springboard to launch two branded potato lines, starting with a Kentish range later this year. The company plans to drive penetration within Kent and then roll it out into surrounding counties.

Spotted in the Daily Telegraph:-

The artificial flavour of beef crisps could soon be a thing of the past because they will be made from the real thing. A food manufacturer is developing a crunchy snack made from pulverised beef as a healthier alternative to deep-fried potato crisps. The new meat crisps will contain nearly a third fewer calories and half the fat of ordinary potato crisps.

Spotted on BBC.co.uk:-

A Russian farmer has been convicted for planting explosives in his field. He pleaded guilty and told the court that the device was used to ward off potato thieves. Alexander Skopintsev, 73, made a tripwire explosive device loaded with salt. When triggered, it was meant to scare trespassers. His neighbour suffered a lip injury after triggering the device.

Skopintsev knew the tripwire device was illegal but complained that his neighbour should not have stepped onto his land. A judge handed him a suspended prison sentence.

POTATO COUNCIL

Potato Council
AHDB
Stoneleigh Park
Kenilworth
Warks. CV8 2TL

AHDB – 0247 669 2051
cevans@potato.org.uk