

IRO Chile 2010

The United Kingdom

Tim Place - England



Oliver Thomson - Scotland

TRADE SOLUTIONS - (SCOTLAND) - LTD



SCOTTISH SOFT FRUIT PROCESSORS

Introduction

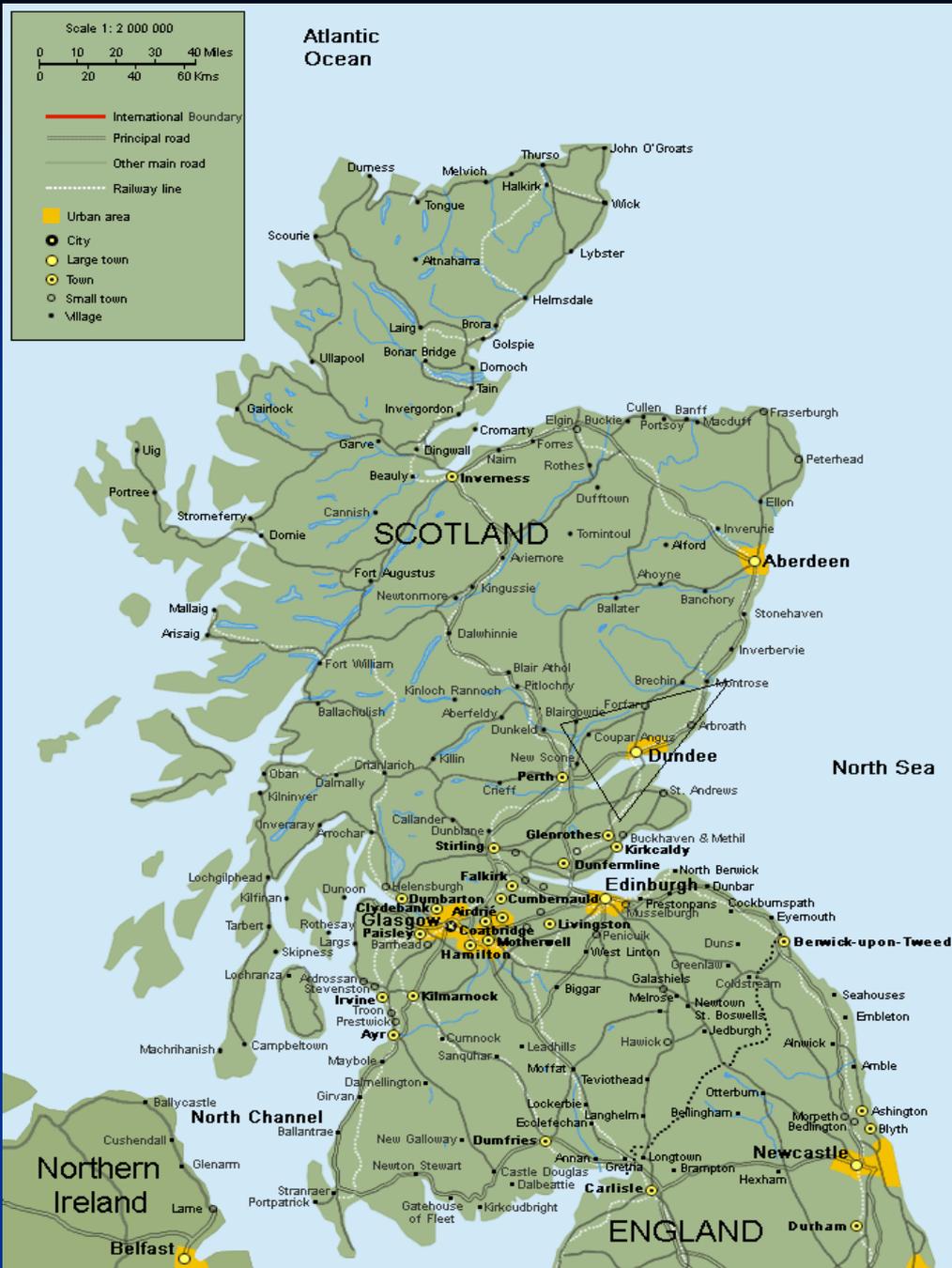
- Tim Place
- I am Managing Director of Place UK Ltd.
- We are Soft fruit growers, processors and traders
- We grow soft fruit in the East of England
- We market our fruit fresh to UK supermarkets as a member of Berrygardens Cooperative (50% of UK fresh sales)
- We sell Frozen fruit direct to UK manufacturers.
- We purchase frozen fruit from abroad



Introduction

- Oliver Thomson
- Director of Trade Solutions (Scotland) Ltd
- Trade Solutions (Scotland) Ltd is a fruit processing and trading company
- We supply processed fruit products to Manufacturers in the UK and Europe
- We process British fruit products, but also import fruit into the UK.





The fruit Growing Region is concentrated in a small area in Scotland.

The majority of the production is in the Strathmore valley, which has an ideal climate for soft fruit production.



The Valley of Strathmore



Scottish Production trends

- n The majority of Soft fruit in England and Scotland is grown for the domestic fresh market.
- n 20 years ago 80% of Raspberries grown were for the processing industry and 20% for the fresh market.
- n 2009 80% of Raspberries grown in Scotland are for the Fresh market and 20% for processing.
- n There is around 100 HA of Raspberries grown specifically for processing which is all machine harvested.
- n The remainder of fruit for processing comes from out graded fruit grown for the fresh market.



THE EAT SEASONABLY CALENDAR



EAT SEASONABLY



- Eating seasonably is also a great way of eating more sustainably. The fruit and vegetables we consume in the UK have the same carbon footprint as driving round the world a million times in a Hummer or taking 4 million return flights to Australia (according to the Energy Trust). Growing fruit and veg in season requires lower levels of artificial inputs like heating, lighting, pesticides and fertilisers than at other times of the year and so has a lower environmental impact.

With reduced transportation and production costs for the producers, seasonable fruit and veg will have less of an impact on your grocery bills too. Also when produce is in season, it is more abundant and this helps to keep the price down. A basket of fruit and veg bought in season can be as much as a third cheaper than the same basket bought out of season.

Try eating seasonably this summer and experience the joy of eating fruit and vegetables at their peak of perfection – better tasting, better for the environment and better yet – better value.

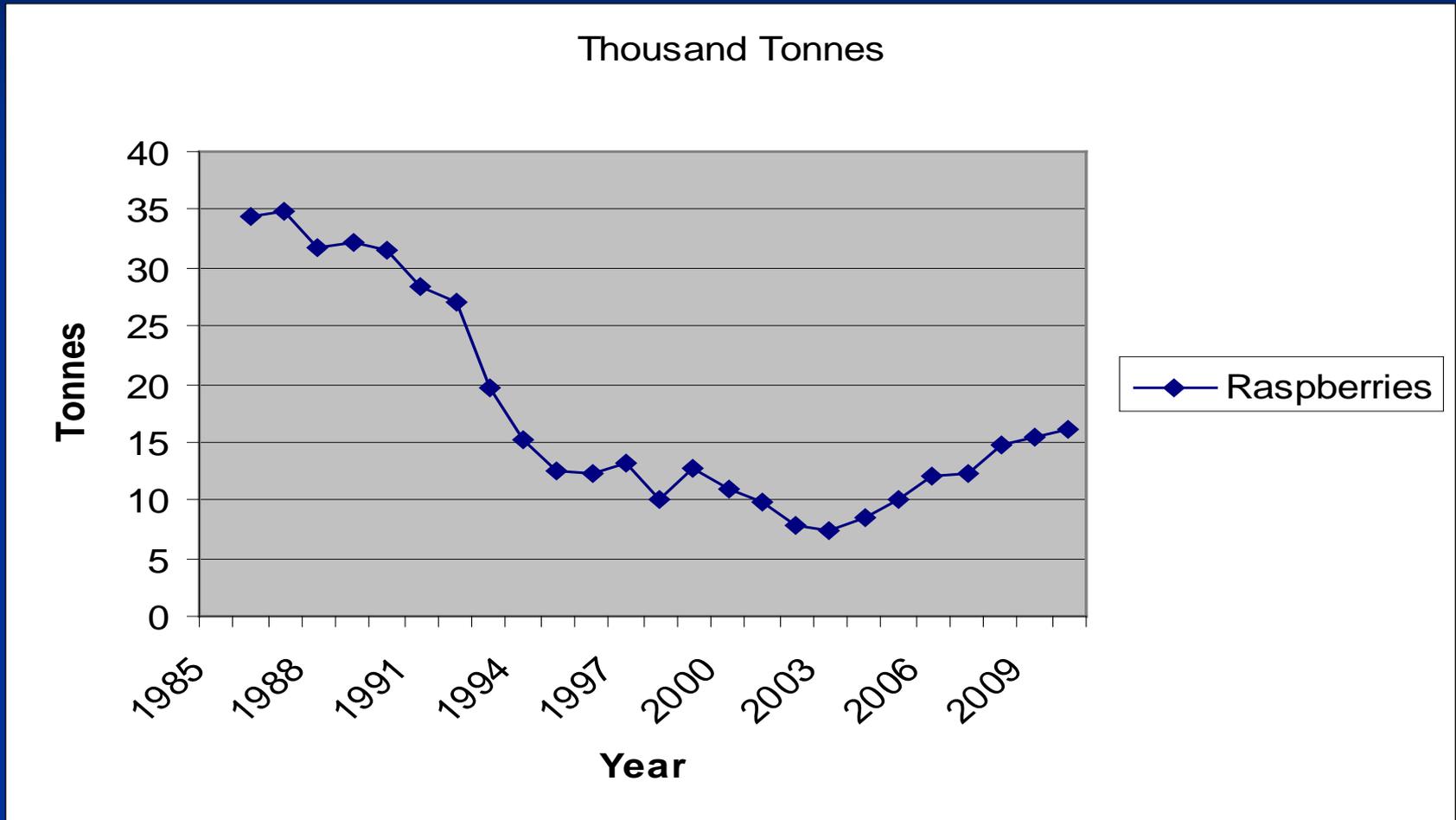


UK Raspberry production

	<u>Area</u>	<u>Volume</u>	<u>Value</u>
n 2005	1434 Ha	12200 t	£6009/t
n 2009	1757 Ha	16000 t	£6905/t
n Over 5 years			
n Area increased by 22%			
n Tonnage has increased by 31%			
n Value/t has increased by 15%			



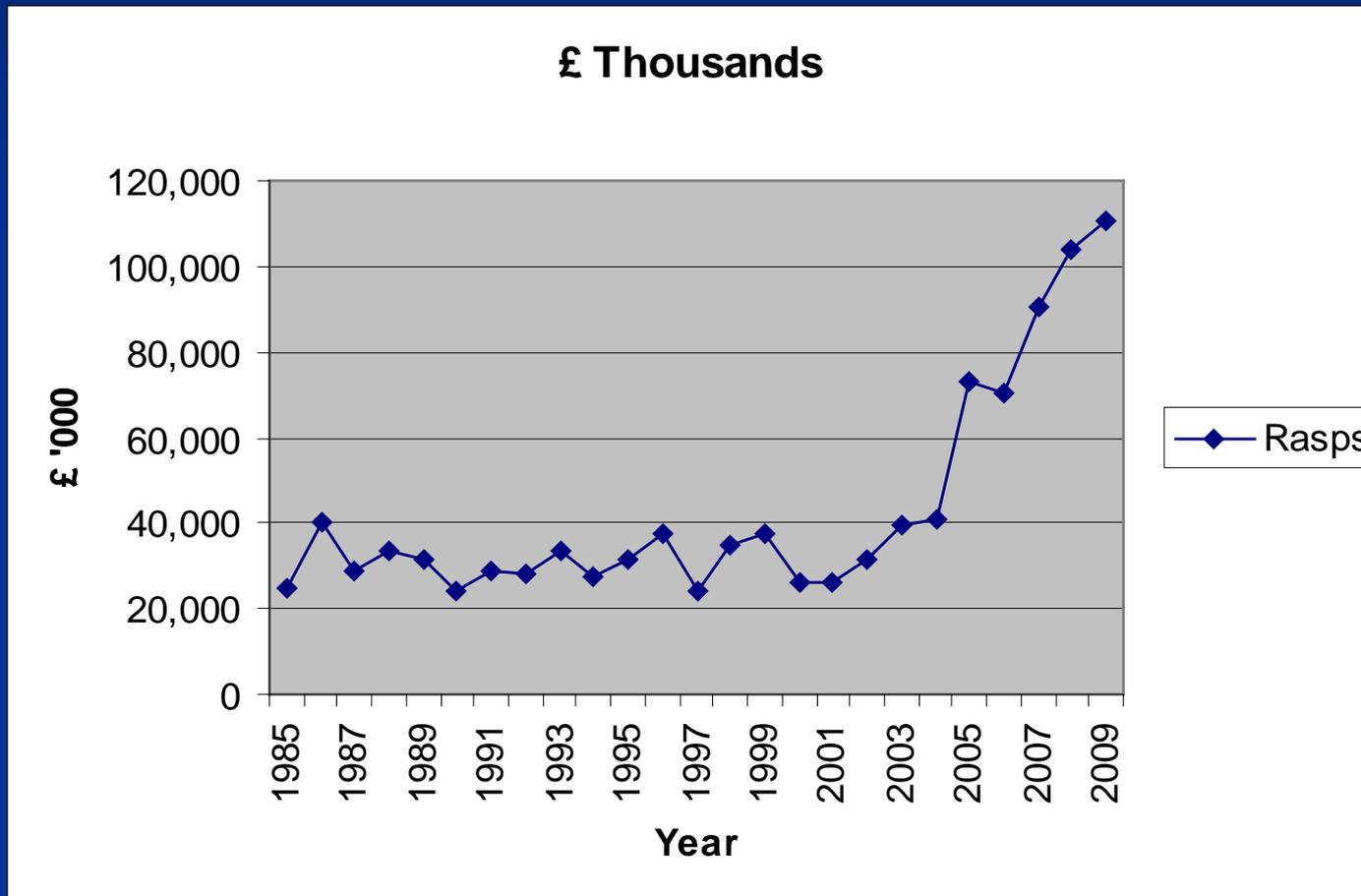
UK Raspberry production



Source: DEFRA



Value of UK grown Raspberries



Source: DEFRA



UK Markets

- Fresh approx 95%
 - Supermarkets
 - Wholesale markets
 - Farm Shops and Pick your own
- Frozen approx 5%
 - Supermarkets
 - Manufacturers – Deserts, Jams, Yoghurts, Juices,



UK Varieties

- n Glen Ample
 - n Tulameen
 - n Octavia
 - n Driscoll's Maravilla
 - n Driscoll's Cardinal
- n Priority is Taste and Shelf life for fresh sales



Octavia



Tulameen



Maravilla



New varieties

- The Scottish Breeding program
- Marketing group exclusive
 - Berrygardens – Driscoll's
 - Berryworld – Edward Vinson

New primocane varieties are replacing the traditional floricanes cultivars



Raspberry variety trials



UK Growing Systems

- n Soil or pots
- n Soil sterilisation
- n Raised plastic covered bed
- n Post and wire, with lateral supports
- n Trickle irrigation (Clean water)
- n Polythene tunnels
- n Hand picking into retail punnet



Substrate grown crop



Accreditation

- n Assured produce
- n Nurture – Tesco
- n Leaf – Waitrose
- n Field to Fork – M & S
- n BRC
- n SEDEX



Growing Problems

- n Loss of chemicals
- n Water restrictions
- n Planning restrictions on Poly tunnels
- n Labour
- n Phytophthora
- n Vine Weevil, Raspberry beetle
- n Spotted winged Drosophila (SWD)



Phytophthora damage



Fresh Packing

- Fast cooling within 2 hours of picking to below 4 Centigrade
- Inspection and weighing to average weight
- Heat sealing
- Dispatch to Supermarket



Heat Sealing



Heat sealed punnet



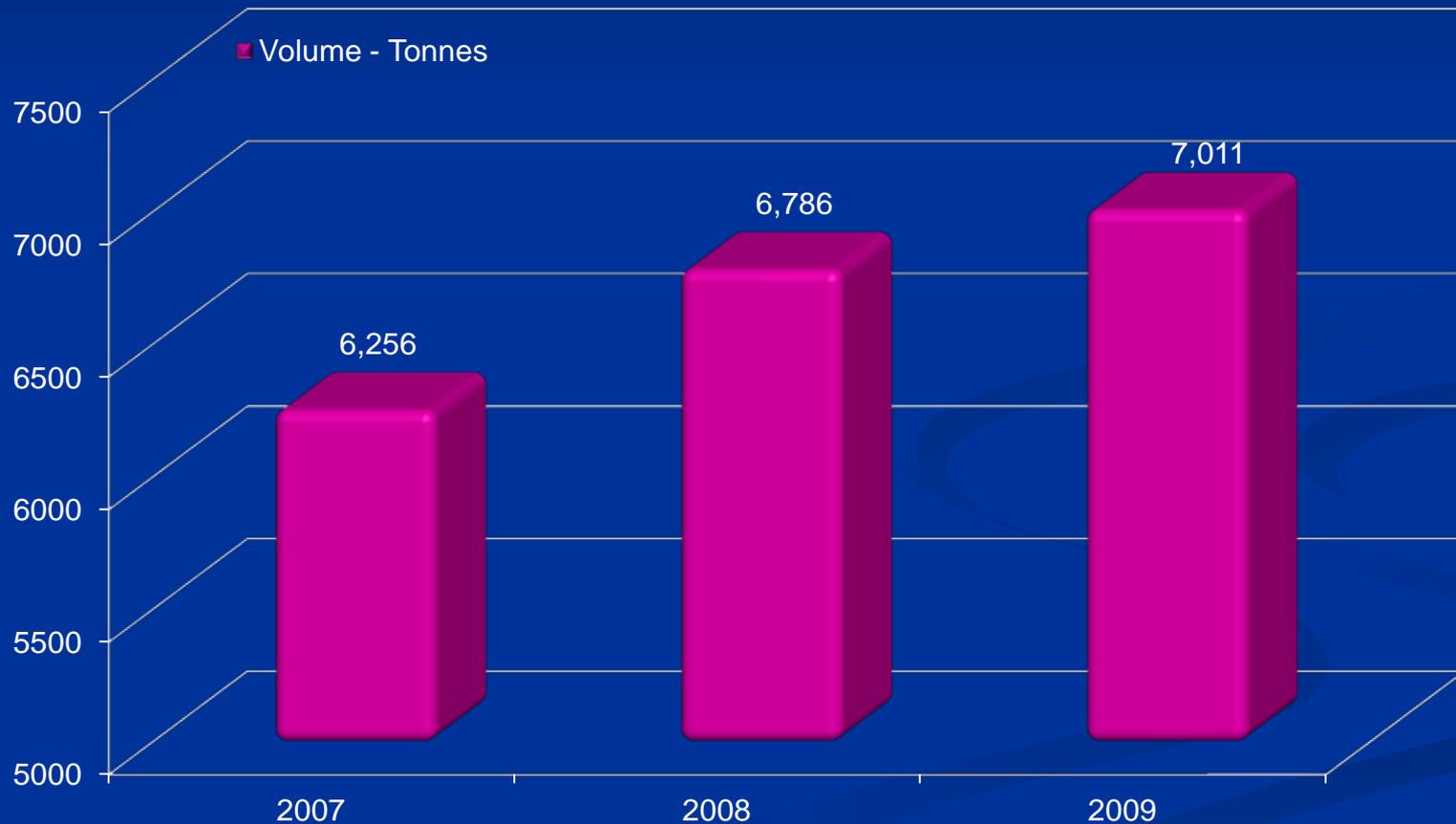
Fresh Raspberry Market information

- n 2009 Retail value £130 million
- n 33% of the population purchase fresh raspberries.
- n Turnover growth +2%
- n Volume reduction -3%
- n The average customer bought raspberries 6.2 Times in the last year.



Fresh sales of UK grown fruit

BSFL Volume Data



Processed fruit Volumes

- The majority of British processing grade Raspberries are used in the production of juice and Puree for use within the UK
- A large proportion of IQF produced is sold through Supermarkets as a “frozen pack”
- Limited amounts of British IQF Raspberries are sold for manufacturing.
- Most of the IQF Raspberries used in the UK are imported from Serbia, Chile and Poland
- A large proportion of the Concentrate and Puree used in the UK is imported from Poland.



Raspberries being Machine Harvested



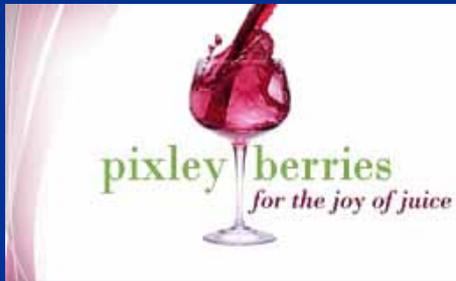
Processed fruit Trends in the UK

- n Price is still King
- n Quality and traceability
- n Origin is becoming increasingly important as a marketing tool, as consumers are becoming more interested and aware of how things are produced.
- n Fewer growers, but larger scale farms means “single farm” and “single variety” products are available in commercial volumes.
- n Single variety products are becoming increasingly popular.



Raspberry Processing Companies in the UK

- There are very few Raspberry processors in the UK.
- Among them are:



TRADE SOLUTIONS - (SCOTLAND) - LTD



SCOTTISH SOFT FRUIT PROCESSORS



UK Exports

n	<u>2008</u>	<u>2009</u>
n Fresh	41t	83t to Irish republic
n Frozen	890t	195t to Germany, France, Irish rep., Holland
n Juice		



UK 2009 Fresh Imports

	<u>Tonnes</u>	<u>Value £000s</u>	<u>£/t</u>
n Spain	6293t	£40,042	£6363/t
n France	737	£1,701	£2308/t
n Morocco	553	£1,475	£2667/t
n Netherlands	392	£2,084	£5316/t
n USA	388	£2,173	£5600/t
n Portugal	377	£742	£1968/t
n South Africa	283	£1,695	£5989/t
n Germany	110	£204	£1854/t
n Belgium	97	£405	£4175/t
n Mexico	59	£494	£8372/t
n Irish republic	44	£300	£6818/t
n Other	120	£505	£4208/t
n TOTAL	9454t	£51,820	£5481/t



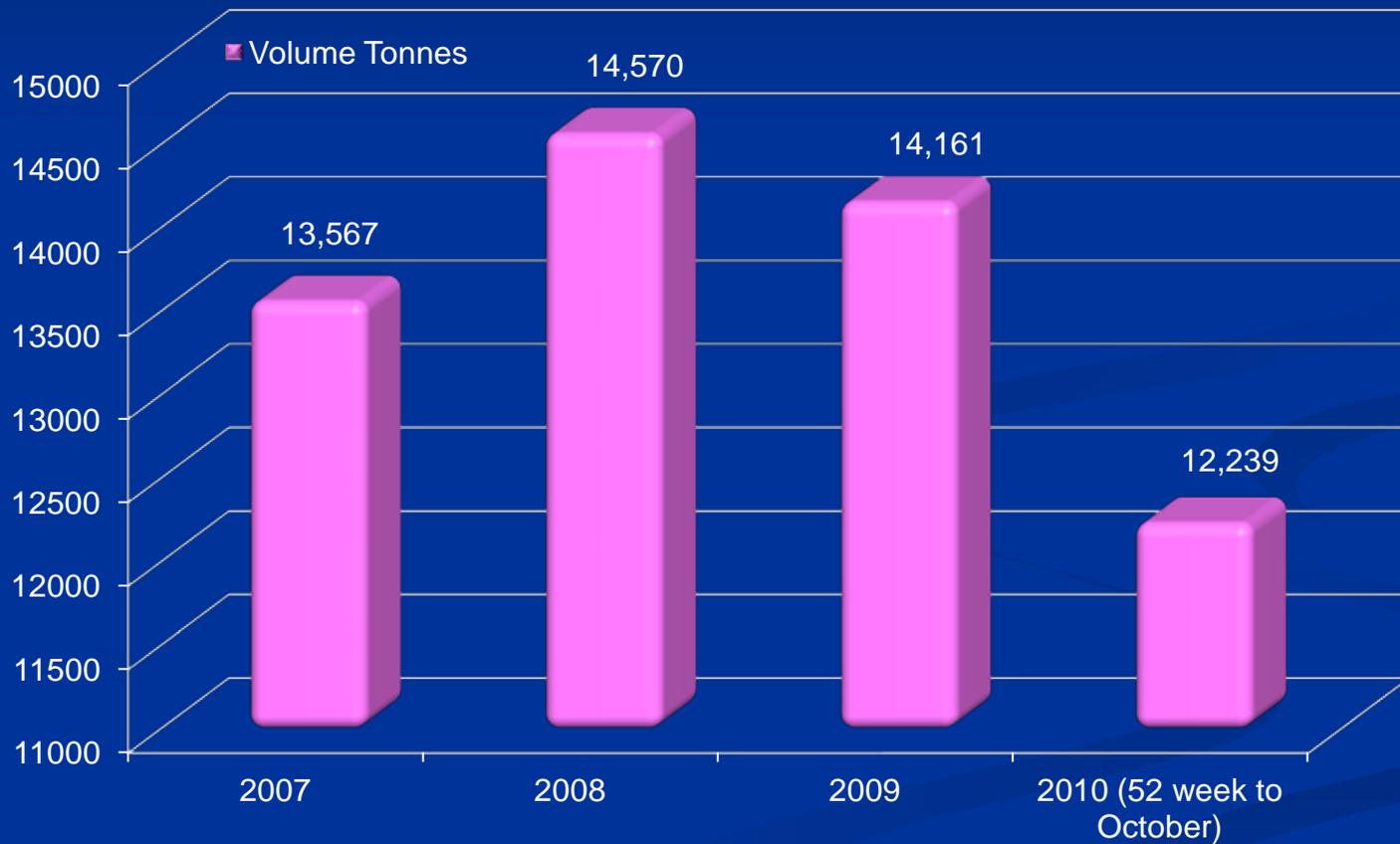
UK 2009 frozen Imports

	<u>Tonnes</u>	<u>Value £000s</u>	<u>£/t</u>
n Netherlands	2249t	£3,723	£1655/t
n Poland	1924t	£4,050	£2105/t
n Chile	1700t	£4,098	£2410/t
n Belgium	984t	£2,395	£2424/t
n Serbia	873t	£1924	£2204/t
n Bulgaria	275t	£548	£1993/t
n Germany	223t	£821	£3682/t
n Italy	142t	£700	£4929/t
n France	84t	£238	£2833/t
n Other	138t	£254	£1840/t
n TOTAL	8593t	£18,748	£2182/t

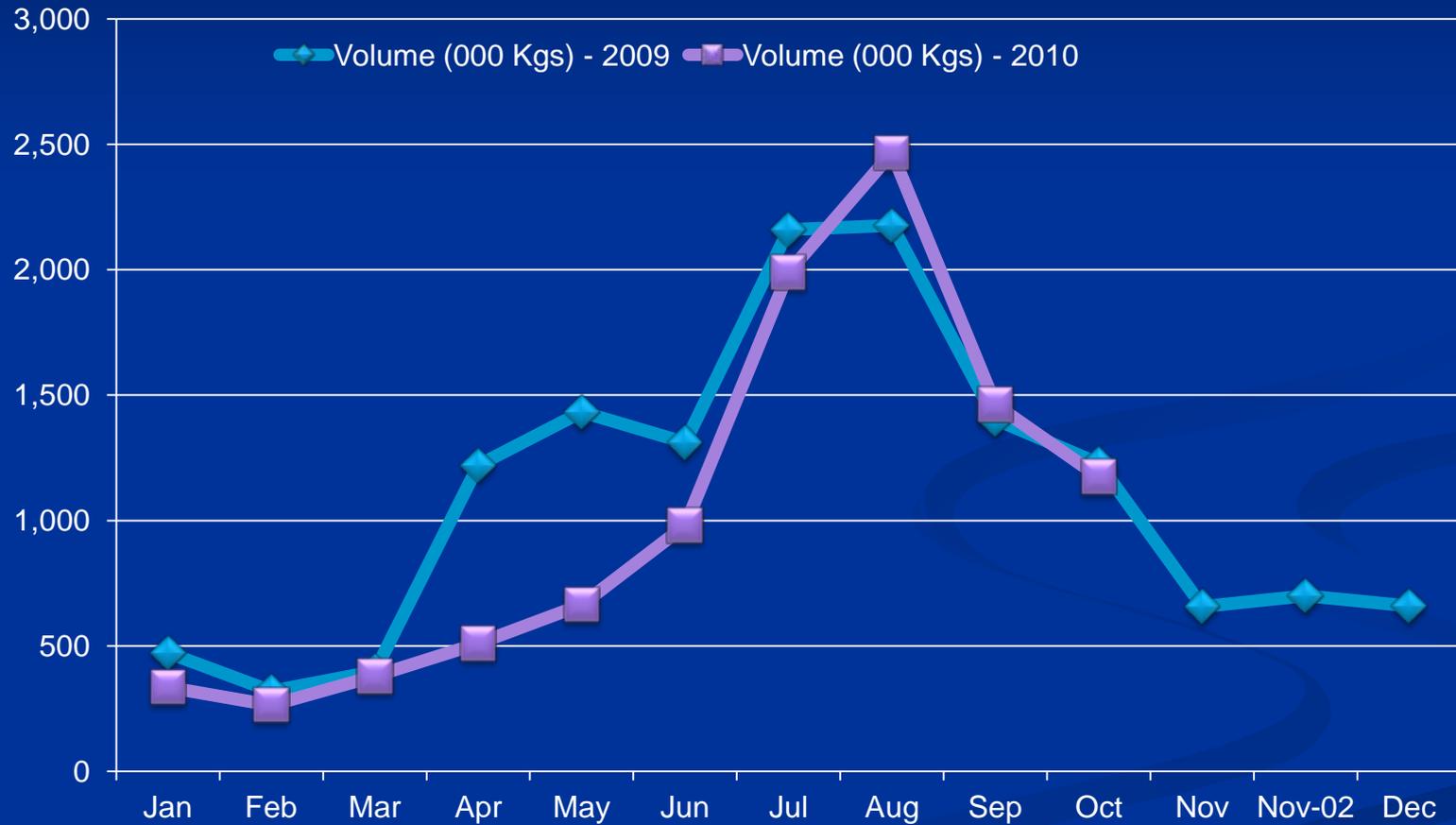


Fresh Raspberry Retail Sales Volume

Raspberry Volume - World Panel Data



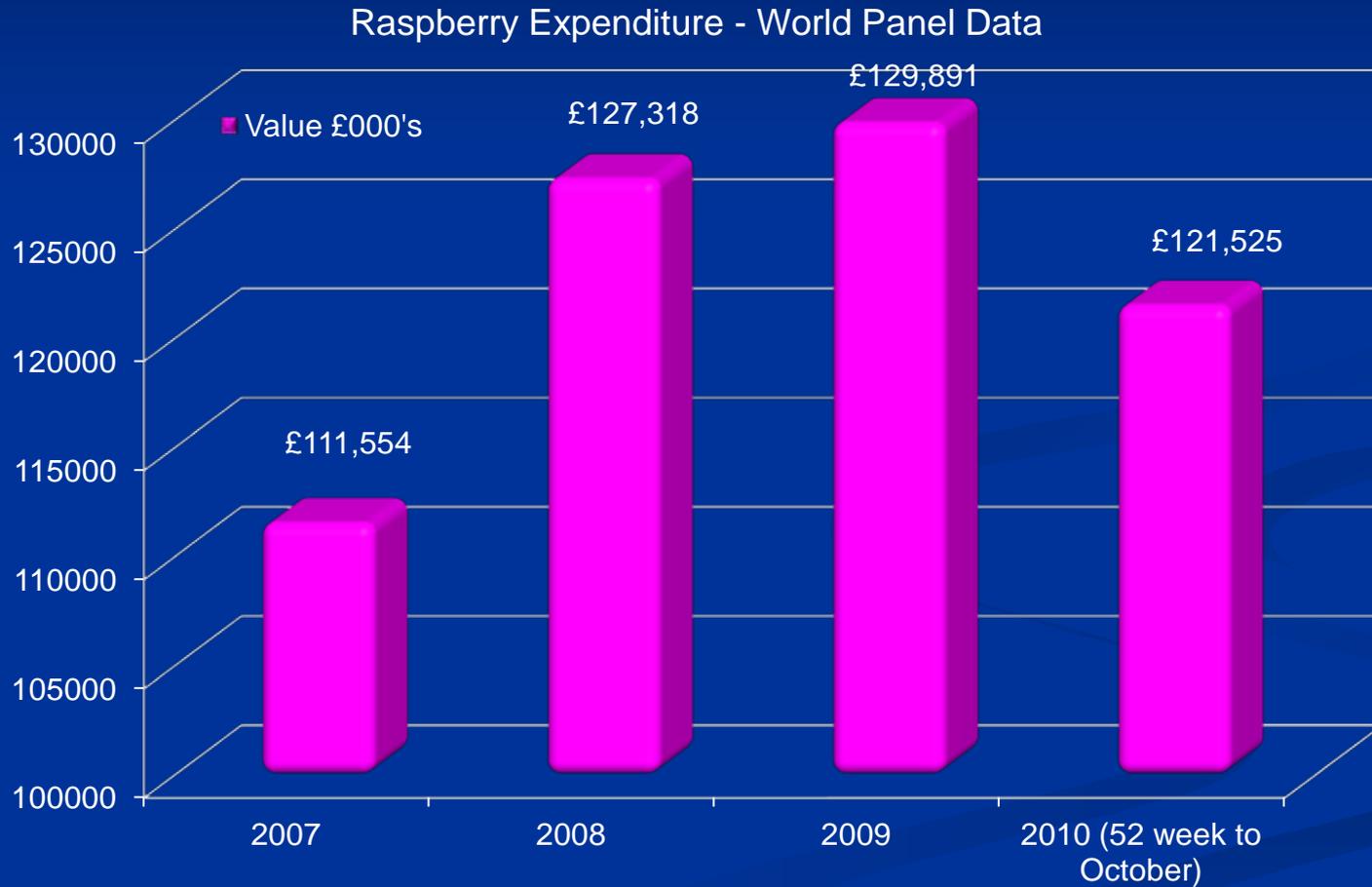
4 weekly Retail Raspberry Volume



Source: Kantar World Panel



Fresh Retail Raspberry Sales Value



Summary

- The UK now grows mainly for the fresh market – Good flavour and shelf life. (only surplus fruit is frozen)
- Health eating is encouraging the market to continue to grow.
- New autumn fruiting primocane varieties are extending the season - June to October
- All raspberries are protected with polytunnels



IRO Chile 2010

The United Kingdom

Tim Place – England



Oliver Thomson - Scotland

TRADE SOLUTIONS - (SCOTLAND) - LTD



SCOTTISH SOFT FRUIT PROCESSORS