



# **BFFF Industry Forum**

**21<sup>st</sup> November 2018**

**JLT Speciality LTD**



# Industry Forum Agenda

10.15	Welcome	<b>John Hyman, BFFF</b>
10.20	Host slot	<b>Stuart Winter, JLT</b>
10.30	New Member Benefits & update on existing	<b>Steve Pocock, BFFF</b>
11.10	IFE	<b>Daniel Grey, Fresh Montgomery</b>
11.25	Latest Retail Market Update	<b>Chris Hayward, Kantar Worldpanel</b>
11.50	Latest Foodservice Market Update	<b>Fiona Speakman, CGA</b>
12.15	BFFF Update	<b>John Hyman, BFFF</b>
12.30 – 13.30	Refreshments and Networking	



# BFFF Update

1. Member Benefits have been step changed – please take advantage
2. Exciting New Marketing Campaign and buoyant market
3. 7<sup>th</sup> February – Conference/People Awards/Tech Seminar/H&S Seminar – book tickets!
4. Brexit
5. Product Awards – entries please!
6. Team update
7. Summary and event diary



# We've step changed member benefits from 1-10 over the past 12 months

## Member Benefit Strategic Partners;



NFU Mutual  
CORPORATE  
INSURANCE

Smith & Carey training



- A big thank you to all of them!
- Please use them to take full advantages of new services and saving money



**FRESH**  
FROM THE  
**FREEZER**

## **NEW DIGITAL MARKETING CAMPAIGN**

- To showcase frozen food with consumers and chefs in a modern and energising way
- A 6 month campaign highlighting the benefits and surprise of frozen food – November 2018 – April 2019
- A series of 6 short films showcasing amazing-looking, surprising, show-stopping food that's made 'Fresh From the Freezer'.
- Reaching at least 3 million consumers and thousands of chefs via YouTube, Instagram, Twitter and The Staff Canteen partnership.
- Member funded campaign, with content shared and available to members to capitalise and build upon.



# 7<sup>th</sup> February 2019 – Business Conference theme – “The Future of Frozen Food – 2025”



## **Key industry experts will share with us their insights and predictions;**

- Long term view from keynote speaker – Food Futurologist Morgaine Gaye
- Latest innovations and insights in retail and foodservice
- A political update on Brexit as we approach the deadline!
- A look at how our economy is performing
- Birmingham Hilton Metropole – tickets available now from [jillywallis@bfff.co.uk](mailto:jillywallis@bfff.co.uk)



## 7<sup>th</sup> February 2019 - People Awards;



- Thank you to our members for the fantastic level of entries received!
- Judging day; 27<sup>th</sup> November 2018
- Panel of independent experts include previous winners Jane Marren, Company Shop and Ginny Durdy, The Ice Company
- 2<sup>nd</sup> People Awards following the Business Conference



**Birmingham Hilton Metropole – tickets available now from [jillywallis@bfff.co.uk](mailto:jillywallis@bfff.co.uk)**



## 7<sup>th</sup> February 2019 – Two specialist seminars

### Health & Safety Seminar

#### Topics will include:

- - ‘Safe Isolation Saves Lives’ – Electrical Safety - Louise Taggart
- - Wellbeing and Stress - Peter Kelly, Senior Psychologist, HSE
- - Noise - Clare Forshaw, Occupational Health & Hygiene Partner, Park H&S
- - Key Note Speaker – Wayne Bagnall MBE

### Technical Seminar

#### Topics will include:

- - ‘Where are we heading?’ – including the post-Brexit landscape, culture measurement and updates from FSA
- - ‘Innovation’ – with topics such as stable isotope testing, rapid testing and frozen manufacturing developments
- - ‘Looking to the future’ including big data, blockchain and insurance issues

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## Brexit – a deal agreed by Xmas please!!!

- Attended 12 FDF EU Roundtable meetings with government
- Main focus is on practical help for members
  - Brexit helpline – 0845 697 0410
  - Dods – monthly Brexit update
  - Collaboration with FDF and other trade associations to share best practice.

 SHAKESPEAREMARTINEAU



## Product Awards;



- Closing date extended to the 30<sup>th</sup> of November!
- New innovative categories in both retail and foodservice
- Don't miss out on the opportunity to showcase your best product excellence and innovation.



For further information please contact [alexgipps@bfff.co.uk](mailto:alexgipps@bfff.co.uk)



# BFFF People update

Welcome to George Wells, our new Member Account Executive





## Highlights over the next 6 months;

### Key dates

- 7<sup>th</sup> February
  - Business Conference & People Awards
  - Annual Technical Seminar
  - Annual Health & Safety Seminar
- 17-20<sup>th</sup> March
  - IFE
- 16<sup>th</sup> May
  - F&CF Golf Day
- 13<sup>th</sup> June
  - Dinner Dance & Annual Product Awards