



# **BFFF MEMBERS SURVEY**

**2016**

**THE RESULTS**



## Responses Received

Year	Responses
2016	63
2015	80
2014	80
2013	78
2012	98
2011	67
2010	60
2009	47
2008	54



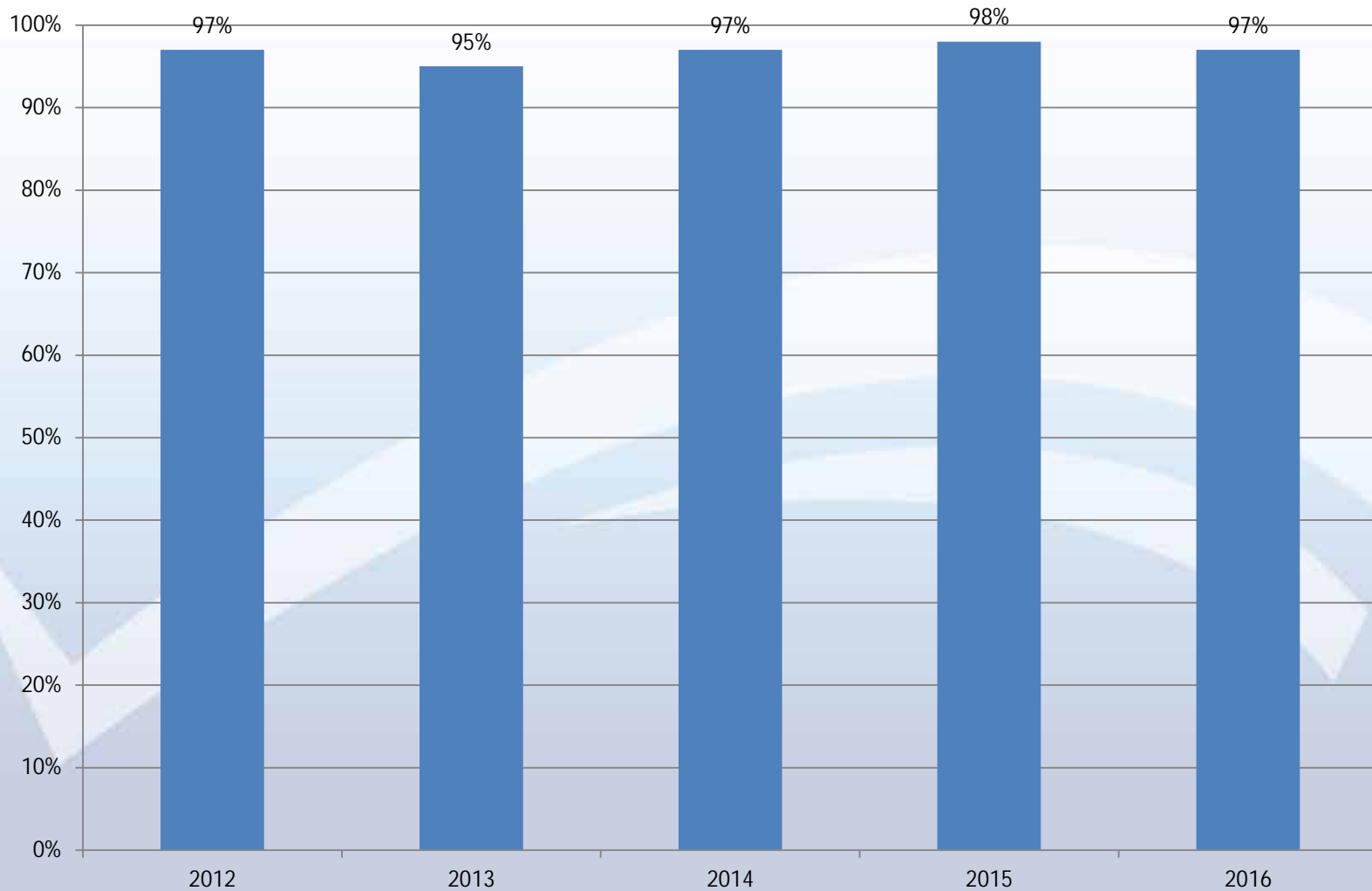
## Responses by Sector - 2016

	No of responses	Percentage of membership sector
Associates	11	11%
Broker	1	33%
Importer	12	29%
Producer	28	24%
Retailer	1	13%
Wholesaler	10	14%



## 5 Yr Overall Comparison - Protecting

### Protecting





## 5 Yr Overall Comparison - Promoting

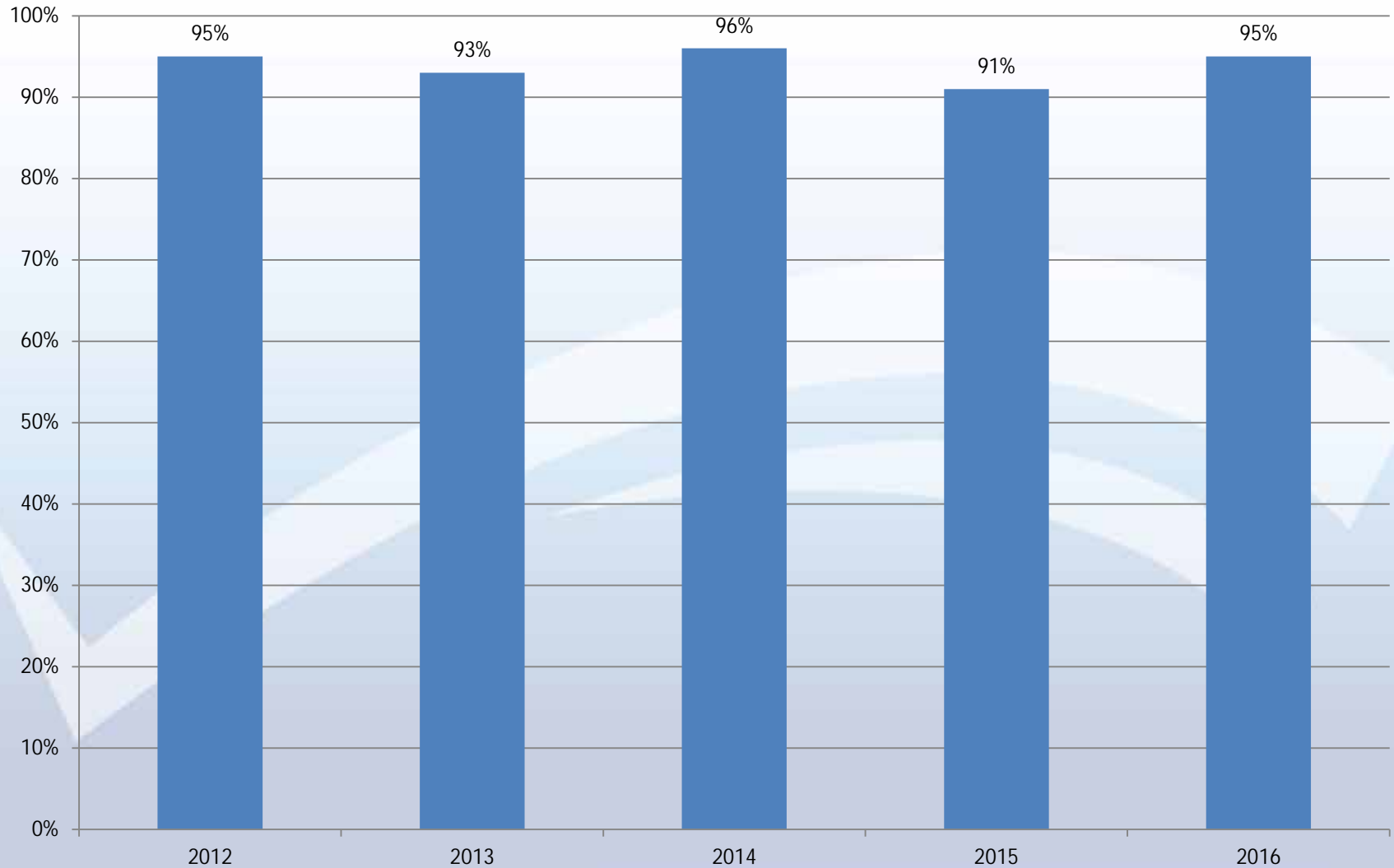
### Promoting





## 5Yr Overall Comparison – Industry Key Issues

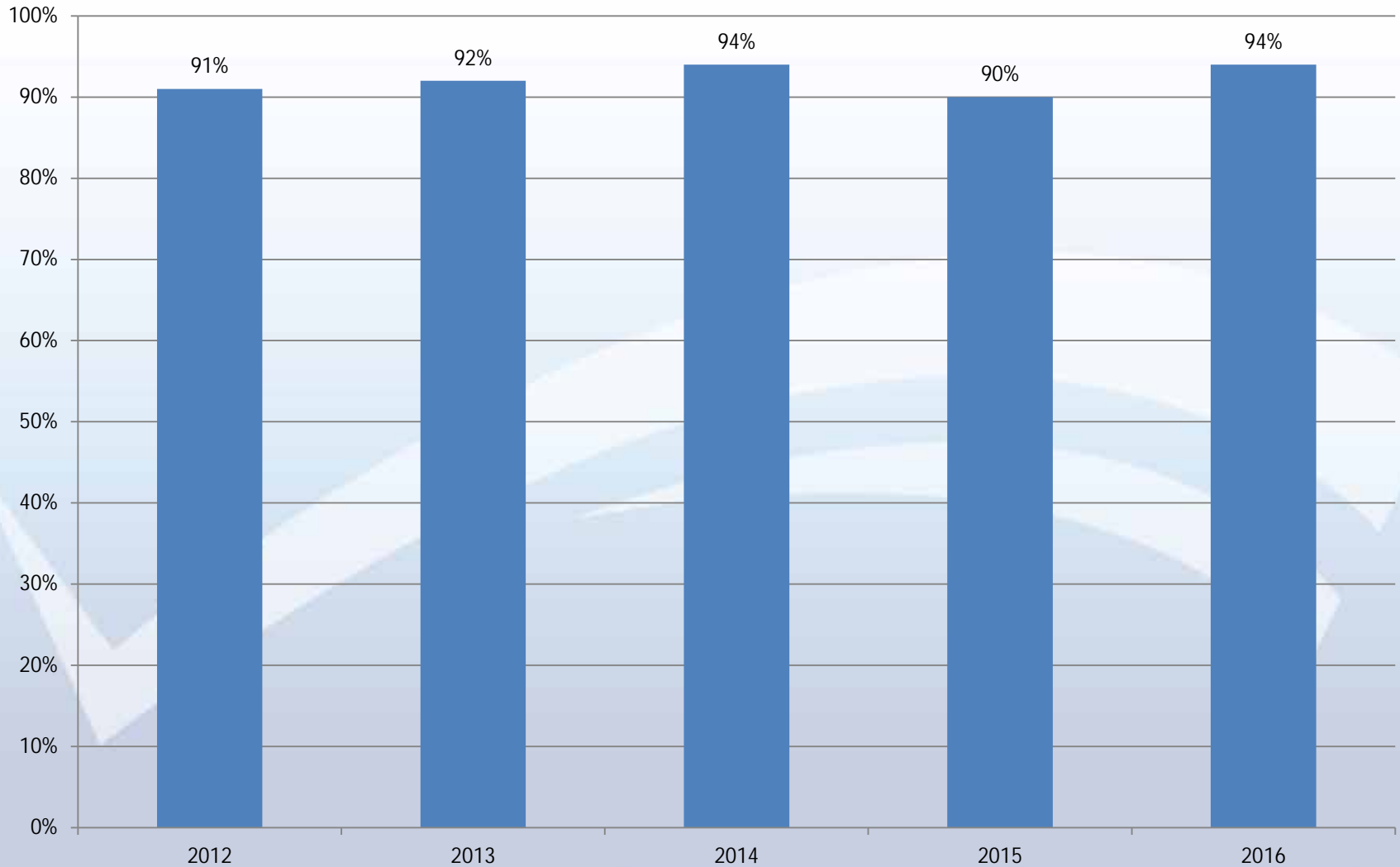
### Key Issues





# 5Yr Overall Comparison – Membership Services

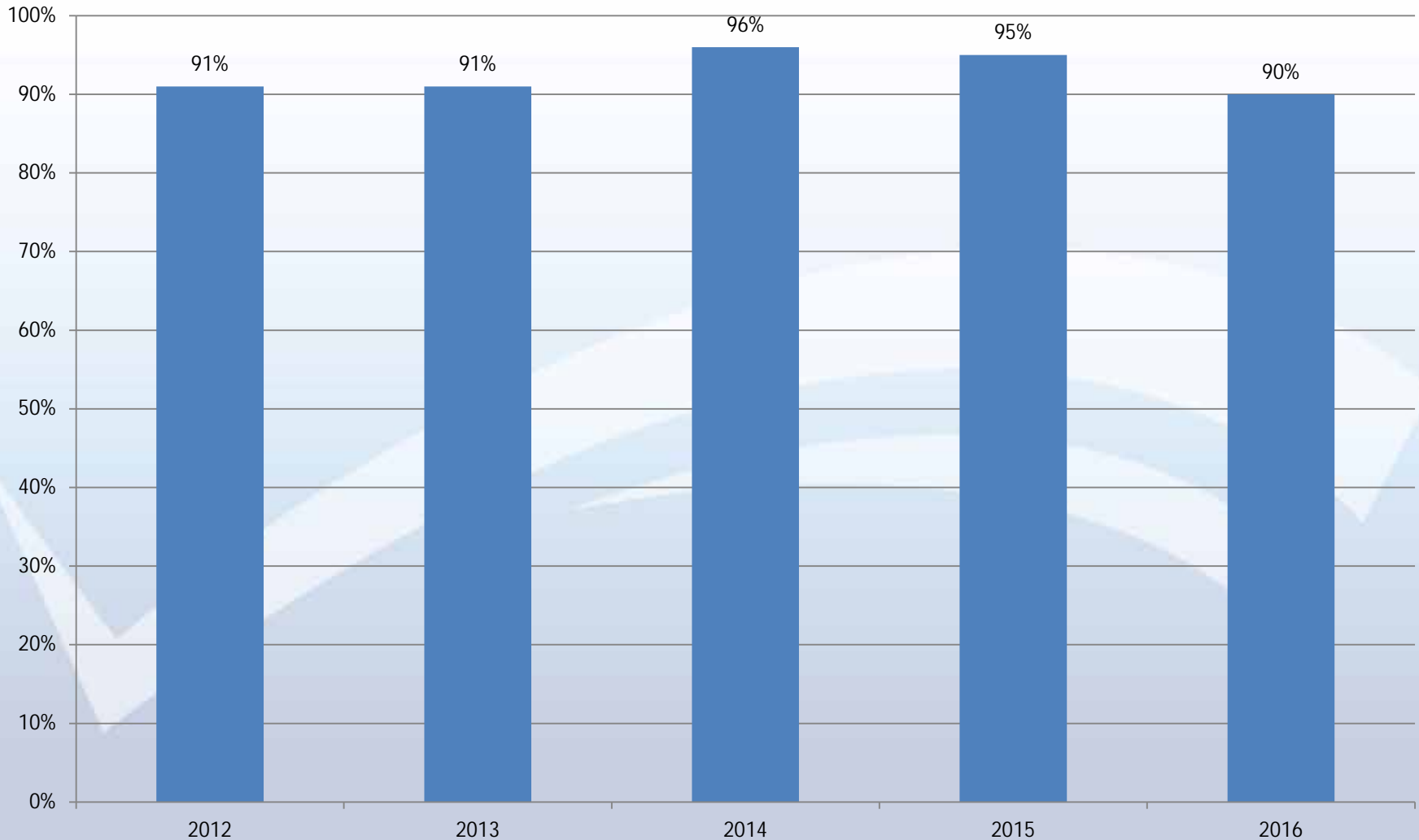
## Membership Services





# 5Yr Overall Comparison – Networking Events

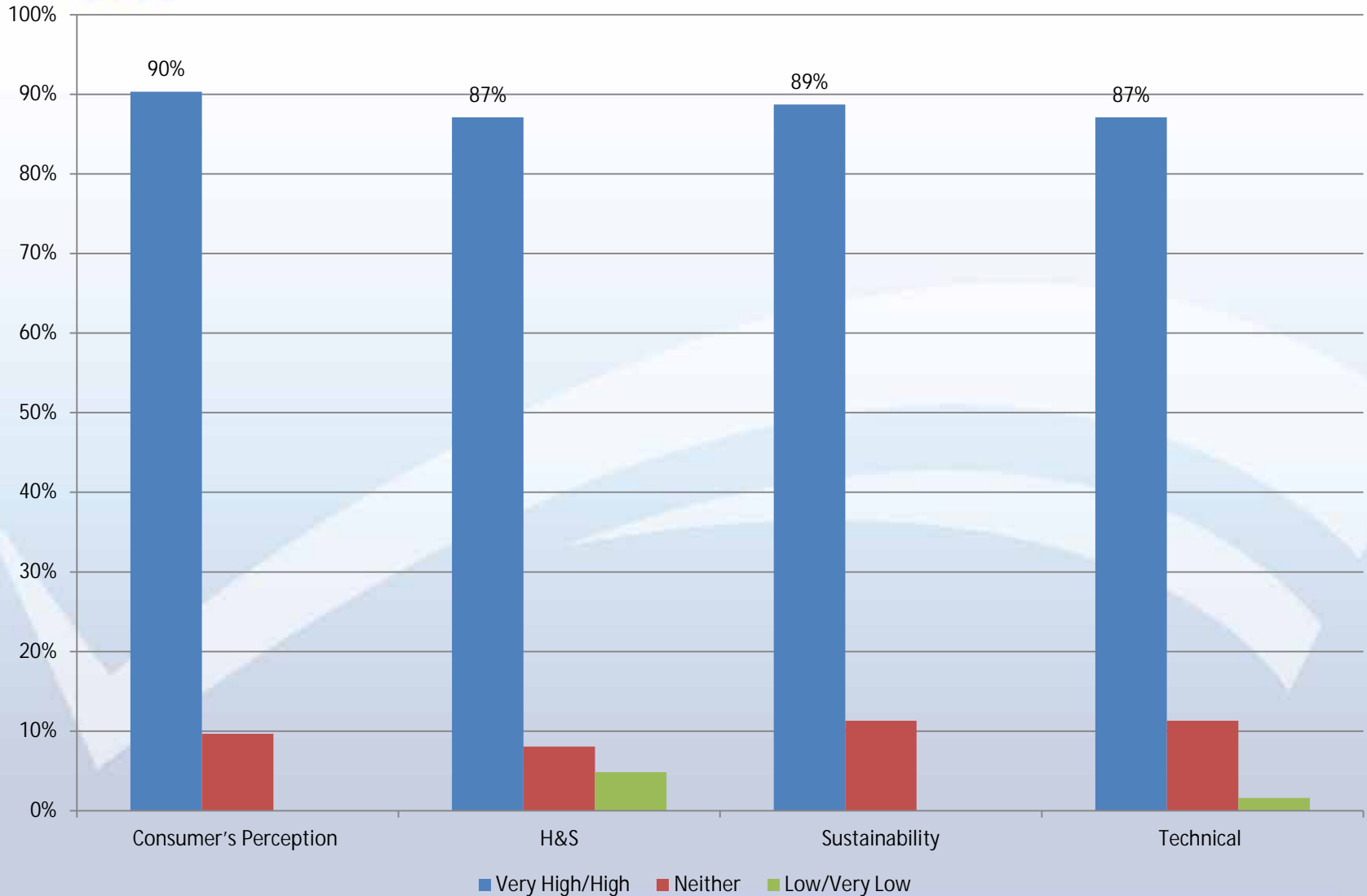
## Networking Events







# Importance of Industry Issues



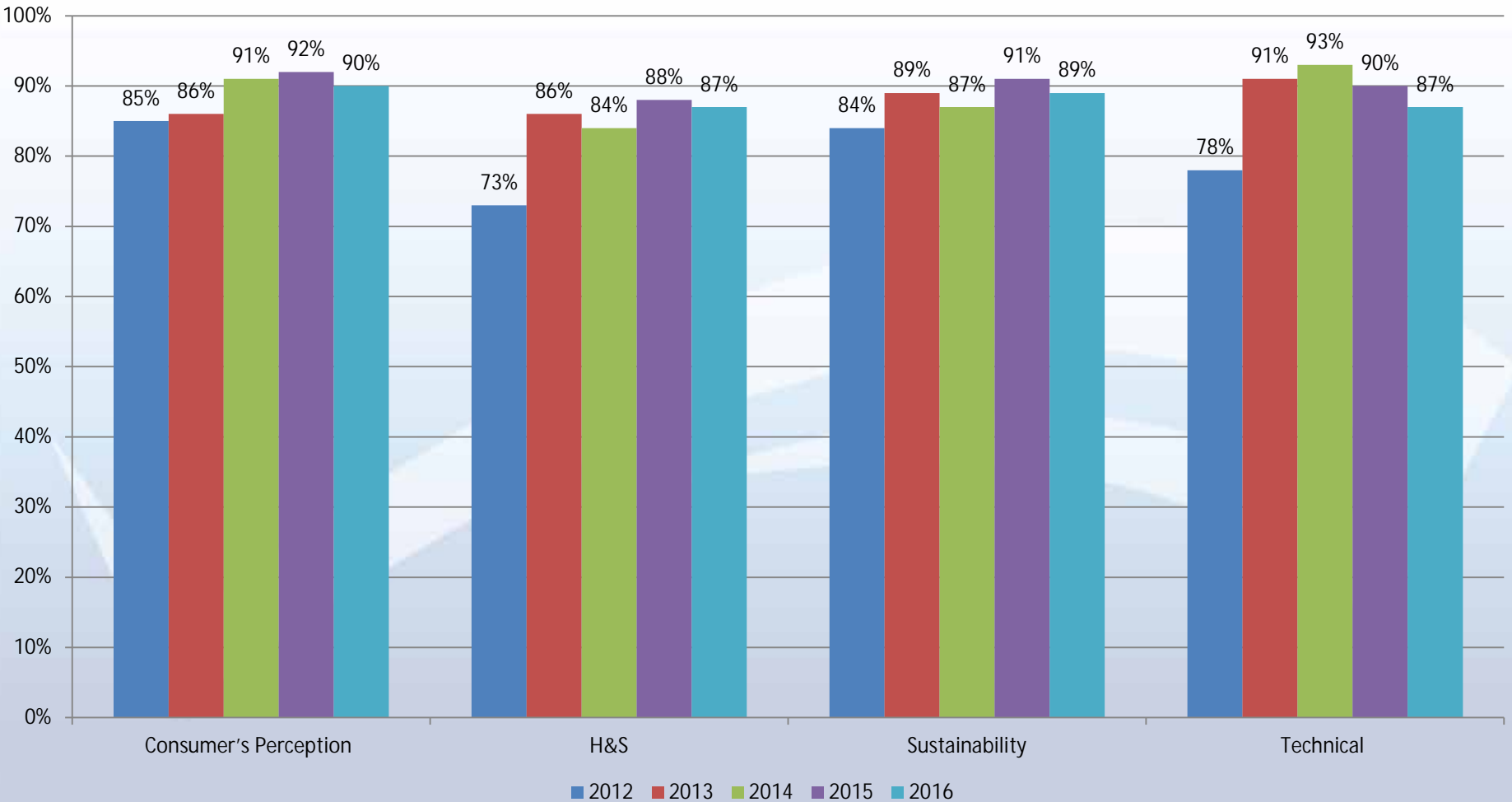


## Any Other Key Industry Issues BFFF Should Address?

- § Keep Brian in place and don't allow his retirement
- § Future trends & changing face of Grocery Retailing
- § Growth plans and finance?
- § The above grades are incorrect, there should be an "average" in them
- § You are already involved I know but understanding both the Major Retail / Discounter & Food Service strategy / rational...as this wider perspective is a valuable tool to the future development of the frozen food industry.
- § Market trends, structure and size of market
- § Supporting one of the central databases, Erudus or GS1UK to ensure all suppliers sign up
- § Demand and requirement from a legal perspective on Nutritional content of foods at caterers level.

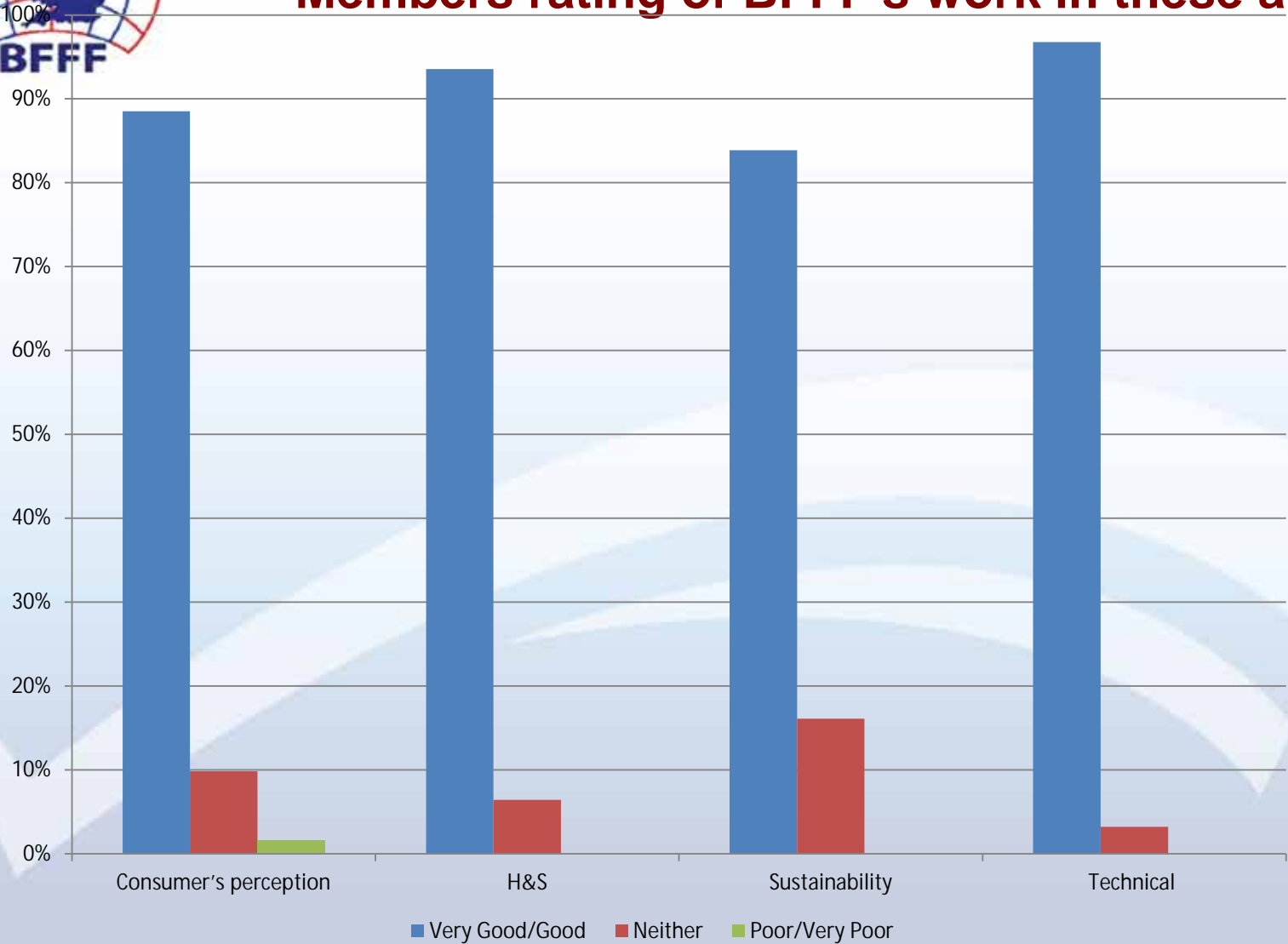


# Importance of Industry Issues 5 yr comparison



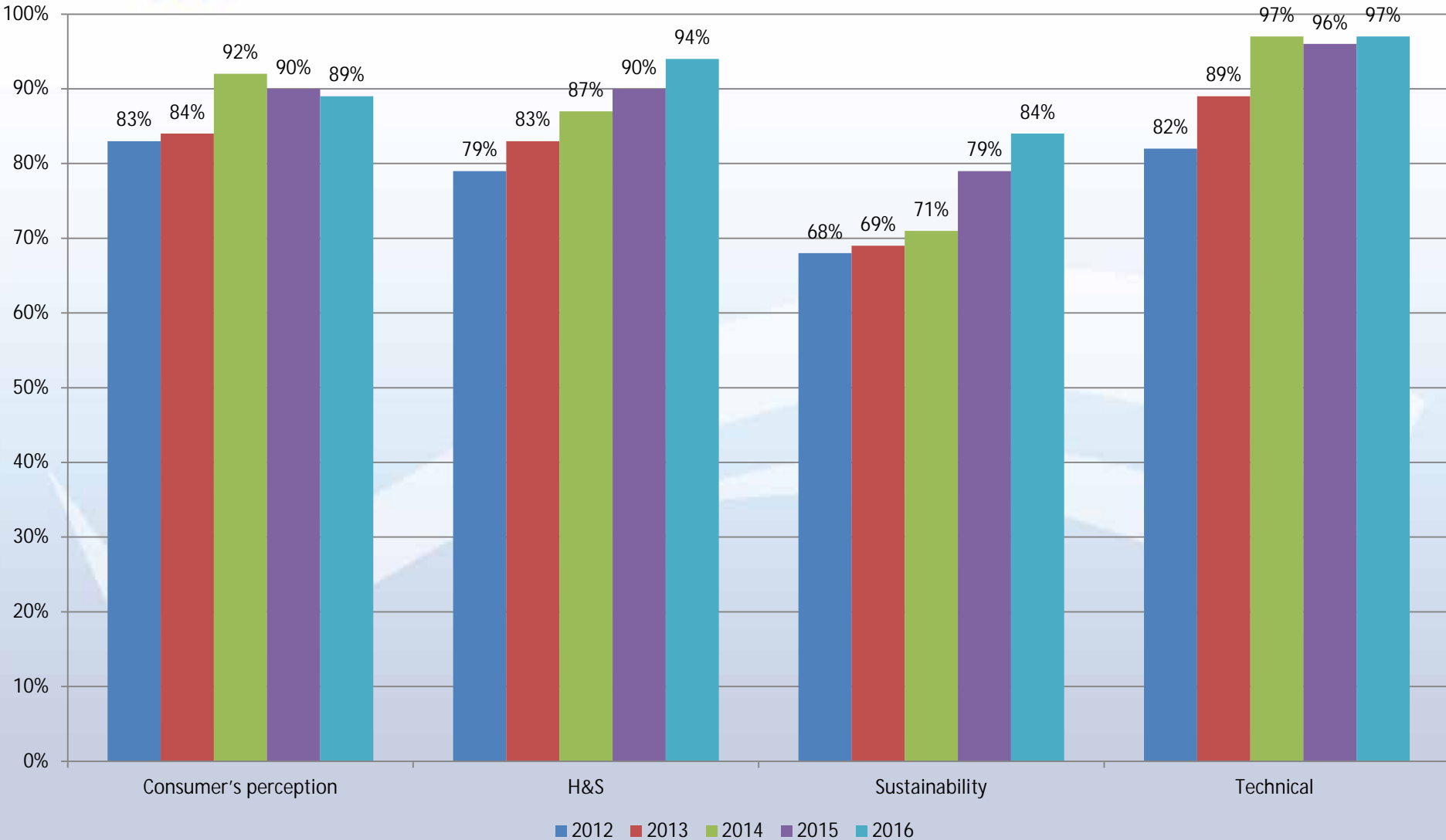


## Members rating of BFFF's work in these areas



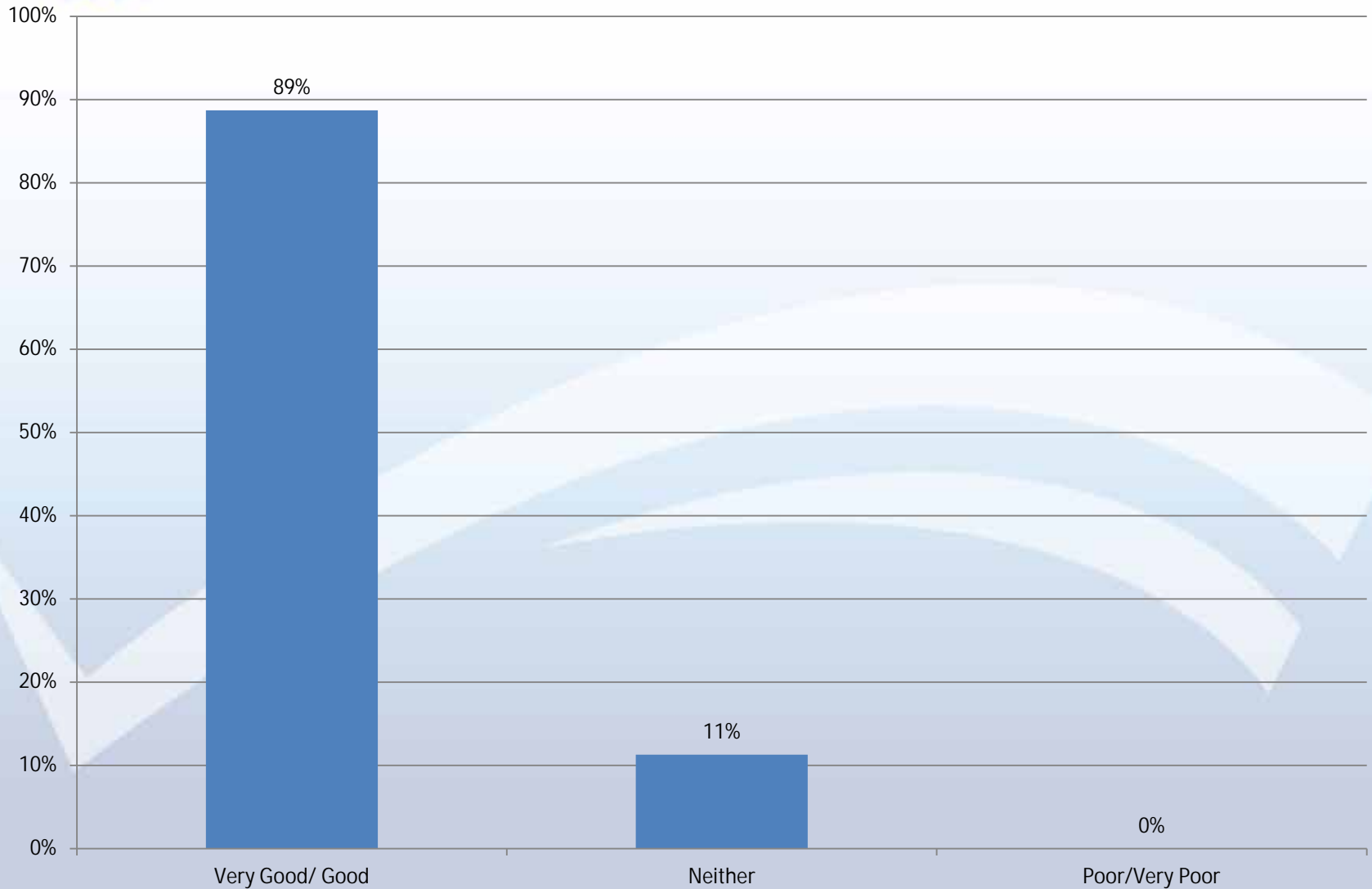


## 5 Yr Analysis of Members rating of BFFF's work



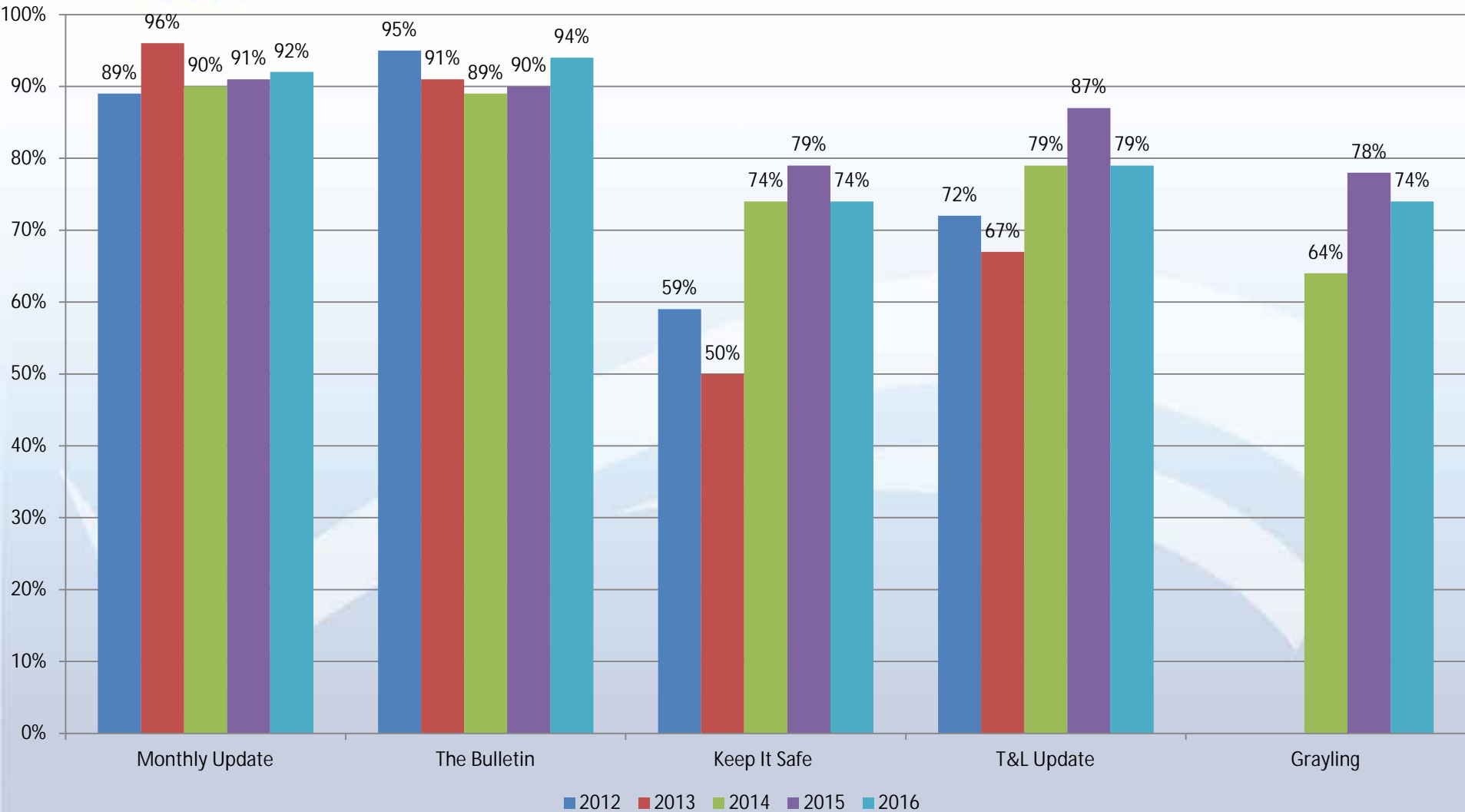


# How would you rate our Promotion Campaign





# BFFF Publications 2012 – 2016





## What is the most important benefit, for you, of being a member of BFFF:

- Networking events 29
- Access to support & advice/T&L update, Grayling /KIS 22
- Market information 13
- Industry Voice 8
- Company/Brand Awareness/Industry Recognition 7
- Promotion of the benefits of frozen food. 3
- Bulletin 1
- Health & Safety Group 1
- The sheer effort and enthusiasm Brian and his whole team put in to looking after their members.. 1
- Knowledge that we have an effective and active trade body behind us 1
- Training opportunities through courses 1





## Any Additional Comments

- § Keep on with the excellent job that you are doing.
- § Thanks"
- § We have only just joined so find it difficult to comment
- § Arise, Sir Brian
- § Too many non frozen food companies in the BFF, just using it for "Prospects "
- § Keep up the good work!
- § Keep up the excellent work
- § HAPPY WITH BFFF - SIMPLY 'BEST IN CLASS' AT WHAT THEY DO
- § Keep up the great work !!
- § Happy 2016 to all at The BFFF
- § Please continue with the good work!