



BFFF Annual Reports November 2015

BFFF **Board of Directors**

Producer Representatives:

Peter Allan, Cargill Meats Europe - Chair & President
Ian Stone, apetito Ltd.
Vanessa Lewis, Summit Foods Ltd.

Wholesaler Representatives:

Andrew Roberts, Bidvest Foodservice
Chris Binge, Fairway Foodservice Plc
Simon Clayson, Brakes

Retailer Representative:

Nigel Broadhurst, Iceland Foods Ltd.

Chair of T&L Expert Group:

Vince Craig, c/o McEvoy Foods International Ltd

Chair of Audit Committee:

Ali Hannaford, Paramount 21 Ltd.

Chief Executive:

Brian Young, BFFF



Peter Allan
BFFF President & Chairman of the Board of Directors
2015 Annual Report

I am delighted to report that the Federation has enjoyed another successful year in pursuing its strategic aims and continues to modernise and employ best practice for trade associations.

The changes we have made following the implementation of our strategic plan have enabled the Federation to become ever more efficient and more effective at protecting members' interests.

BFFF Resources

The BFFF technical team has performed exceptionally well this year and it's a great shame that Su Dakin has decided to move on to pastures new. May I take this opportunity to thank her for her outstanding contribution to BFFF and for moving our technical service to a new higher level.

I am pleased to welcome Martin Forsyth, who serves with distinction on our Technical Expert Group, to the BFFF team as interim Technical Manager.

We are delighted to welcome Crystal Holmes as a permanent member of the team as Technical Assistant and the Board has also agreed to additional funds being made available for external support when required.

The Board agreed a further restructure to the commercial team making Graeme Day Sales Manager and recruiting Paul Murray as our new Head of Commercial. Paul has served on our PIB Committee and is well known within our industry and I wish him every success as a part of the BFFF team.

These changes will further enhance the commercial offering that the Federation provides.

Representation of Member & Industry Issues

Our Expert Groups for Health & Safety, Technical & Legislative and Promotion are working well and making the most effective use of our members' time and resources. We are also delighted to welcome Helen Wright, Financial Director of Aunt Bessie's to the Audit Committee.



The Industry Forums that were created last year allow members the opportunity to hear from senior industry figures on key industry topics and to network. The first three seminars have been highly successful and popular so we will continue to run these forums to allow members to engage with BFFF and each other in an open and relaxed environment.

BFFF Board

The Board has now been operating for just over 18 months and the first elections take place at the 2015 AGM with a good level of interest being received from members with regards to serving on the Board.

The Board conducted its first annual effectiveness review last November covering the Chairman, Chief Executive and the Board itself with the results being circulated to all members. The Board has reviewed and agreed the Federation's Budget, Year End Accounts, Promotion Campaign expenditure, restructuring of Commercial team, appointment of a full time technical assistant as well as starting to plan the recruitment and induction of a new chief executive whilst ensuring, with the Audit Committee, that there is capacity in the Federation's finances.

Board members have operated effectively and efficiently and work extremely well together. The Board has also reviewed and agreed how best to fill Board vacancies that have arisen throughout the year to ensure appropriate membership representation continues. Three positions are due for election at the AGM to provide members with the option of re-electing the co-opted member or a new nominee.

The Board has 10 directors comprising, 3 producer representatives (small, medium and large), 3 wholesaler representatives (major wholesaler, wholesaler buying group, independent), a retailer representative, the chair of the T&L Expert Group, the Chair of the Audit Committee and the Chief Executive.

Our members' best interests will continue to be at the heart of our discussions and we will ensure a fair representation on the Board of our membership so that each sector has it's voice heard.

The Board, at its effectiveness review, agreed that meeting six times a year proved effective with three meetings via tele-conference and the other three as physical meetings to lessen the burden on board members. The minutes of the Board meetings are published on the BFFF website and a link provided in the Members monthly update email for all members to access if they so wish.

I hope you agree that the changes made to the Federation continue to keep it relevant to members needs and maintains the impressive momentum achieved over the last few years.

May I also, on your behalf, congratulate the BFFF team for their outstanding performance in driving forward the many new initiatives.

We believe that BFFF is a modern, progressive and effective organisation, allowing us to support our industry and ensuring that we deliver benefits and services to all members both now and in the future.

Peter Allen





Brian Young
BFFF Chief Executive
2015 Annual Report

This is the second Chief Executive's annual report, where I provide an update on the activities that your Federation has been involved in over the last twelve months.

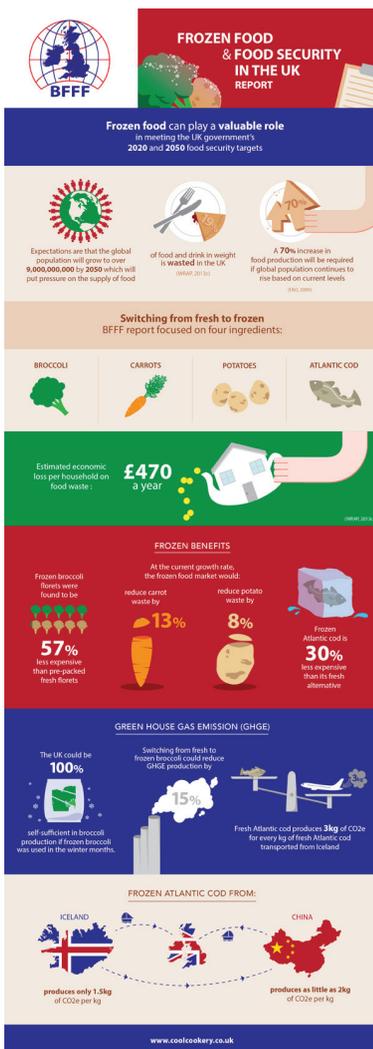
The activities are grouped under our strategic pillars which are to always ensure our work plans are aligned to our strategic plan:

Core Activities

Promoting Frozen Foods

2014/15 Campaign Update

Our Campaign promotes the benefits of frozen foods both in foodservice, and to consumers and is managed day to day by Pelican Communicatons with the year's activities agreed by the Promotion Expert Group. Highlights included:-



- **Food Security Research** – The Food Security report, published by Cranfield University, was launched at IFE 2015. Researchers looked at the role commercially frozen food and the frozen food industry can play in helping to reduce the risk to food security in the UK.

Four major foods were studied in this report, (Atlantic Cod, Broccoli, Carrots and Potatoes) and researchers concluded that frozen food can play a valuable role in meeting the UK government's 2020 and 2050 food security targets. So far, media coverage of the research has a total circulation over 4.5m.

- **BritMums** – We worked in partnership with BritMums who asked their 20 best Bloggers to write a post with a recipe and to amplify their links via Twitter and G+ using the agreed hashtag #CoolCookery. Each post included a statement along the lines of “I’m working with the British Frozen Food Federation to help spread the word about the ease and convenience of using frozen ingredients in cooking” and carried a link to the Cool Cookery site.

At the end of the project, BritMums wrote a summary post of the project with pictures/quotes from the participating Bloggers which appeared on their main site. The project resulted in 20 blog posts which had a cumulative 973,500 monthly page views, and on Twitter, the hashtag #CoolCookery generated 2.8 million impressions.

- All of our research is available on our website at <http://bfff.co.uk/promotion/media-library>

- **Frozen Food Report** – the report will highlight industry progress since 2010 with chapters covering Market Growth & Performance; Changing Consumer Perceptions & Behaviours; Focus on Industry Drivers on Food and Market Outlook 2015 – 2020
- **Chef's frozen shortcuts foodservice video campaign** – will include video tips such as practical ideas for frozen and a professional kitchen fresh v frozen competition
- **Cool Cookery**
 - **Website optimisation** to improve user experiences; develop internal links; utilise high traffic to specific sections and directing traffic to other sections of the website and to our social media accounts; also utilising Google AdWords and sponsored posts
 - **Video Content** – Field to fork videos where we will use existing and new footage to highlight the quality of frozen
- **Content marketing** - Ongoing monthly activities including features and opinion articles, press releases for events, social media content for trade, consumer and general media relations and also support for industry initiatives.

Technical and Health & Safety Services

Primary Authority

Our Primary Authority benefit scheme continues to go from strength to strength with advice, guidance and support being given to members regularly. The generic assured advice and guidance is available on our website under Technical Guidance and H&S Guidance.

Our scheme currently covers Health and Safety; Food Safety; Food Standards; Weights and Measures; Fair Trading and Fire Safety.

We have just completed our first year as primary authority partners with Lincolnshire Fire & Rescue (LFR). LFR have proved that they can balance their regulatory role whilst understanding the businesses objectives and providing an open and trusting approach embraced by our membership.

We now have over 2500 premises signed up to the scheme and produced industry guidance relating to fire safety induction requirements specifically for our sector. We have commissioned guidance on: Fire Safety Information Packs; Example Risk Assessments; and Maintenance of the new 10 year 'service free' fire extinguisher.

Horizon Scanning

We continue to partner with Grayling, who provide Brussels horizon scanning and bi-weekly updates. Members feedback shows that the updates are very informative and useful. If you wish to be added to the mailing list please do let us know.

Our relationship with Grayling also provides an invaluable source of contacts within European wide organisations enabling us to have access and influence beyond our means. We work closely with our French counterparts and are in discussions with other countries to exchange views, learnings and support.



Expert Groups & Board of Directors

Expert Groups

Our Technical & Legislative; Health & Safety and Promotion Expert Groups consist of sector specific experts from across the membership and are invaluable in assisting us to answer member queries, respond to consultations and agree guidance and advice. The Audit Committee Chair and the Chair of the Technical and H&S Expert Groups are both members of the BFFF Board.

We are indebted to all the members of these groups for the time and support that they freely provide to BFFF for the greater good of the industry.

Board of Directors

The BFFF Board has a standing item on its agenda to enable any member who would like to raise an issue about BFFF or our services/activities to be discussed at the Board meeting. If you have anything you wish to raise either for the next meeting or at any time please do contact Brian directly on 01400 283093 or email brianyoung@bfff.co.uk.

Commercial Activities

Commercial Team

The Commercial team have had a productive year since my last report as detailed below. A further restructure has now been completed with Paul Murray being appointed as our Head of Commercial and Graeme Day taking on the role of Sales Manager. The commercial team continue to identify how to enhance and improve our events for the benefit of our members as well as our ongoing relationships with members and we have evaluated our strategy over the next three years to maximise our effectiveness.

Events

- The Annual Luncheon last November gave members a fantastic network opportunity and also enabled them to connect with new and old friends from within the industry. Over 900 members and guests enjoyed the day which included an update on our activities from our President, Peter Allan and after dinner speaker Ian Irving. I am delighted to report that this year's Luncheon is another sell out event and thank you all for your support. Our after dinner speaker this year, will be Paul Sinha and we hope that you enjoy the afternoon.



- In June, we held our Gala Dinner Dance which incorporates the Annual Awards presentations which recognise the fantastic quality and innovation of new products in our sector. It was a memorable occasion with some amazing entertainment for members to enjoy the evening and celebrate their Award wins.
- The 2015 Business Conference was another successful event with over 220 members attending to hear from great speakers on pertinent industry issues. The Conference provides excellent networking opportunities for like-minded industry professionals and the exhibition is an ideal venue for those wishing to make new contacts and raise industry awareness. The next Conference will take place on 1st March 2016 at the Chesford Grange Hotel, Kenilworth.

As ever, we would not be able to put on such fantastic events without those members who take the extra step of providing sponsorship. Our thanks go to the following members:

- Annual Luncheon: Freightex; Iceland; Moy Park; Partner Logistics; Rick Bestwick; Snack Food Poco Loco and Tipiak;
- Dinner Dance: Bar Foods; Daregal Gourmet; Freiburger; Arthur J. Gallagher; Iceland Foods; Moy Park; NewCold; Rick Bestwick; Sam Browne Foods; Snack Food Poco Loco and Yearsley;
- Business Conference: Bells of Lazonby; Caterforce; Ercolano; GRG Recruitment; Lamb Weston; Lantmannen Unibake; Low Sodium Sea Salt Company; MWV; Reed Boardall; SSI Schaefer; The Authentic Food Company; Tipiak and XPO Logistics.

Recruitment in 2014/2015

Our new member recruitment remains at healthy levels and over the last year, we gained 56 new members.

Seminars & Exhibitions



- **Industry Forums** - these events have proved extremely popular with members and are timed to fit in with the Luncheon and Dinner Dance to make the best use of members' time. Delegates hear from very well informed speakers on key industry topics, receive an update on BFFF's activities and are able to network. Each forum so far has benefited from the presenters providing presentations packed full of insightful information and we are indebted to those who have already presented at one of these events. The November Forum will take place on Wednesday 25th November, and speakers confirmed are economist Roger Martin-Fagg, Dan McGlynn of CGA Strategy and Lisa Byfield-Green of the IGD.
- **IFE2015** - This was another great show for BFFF with over 230 companies, many of which were members, visiting our stand over the 4 days of the show. The members logo wall feature on our stand attracted plenty of attention and our Ice Wall situated in the centre aisle at ExCeL attracted great interest from visitors to IFE to help showcase the benefits of frozen in the battle to reduce food waste. We were also able to meet with our colleagues from the press and media to help promote our message on reducing food waste.
- **ANUGA** - One of the Commercial Team's objectives over the next 3 years is to increase our European membership by attending and exhibiting at targeted trade shows. To that end, BFFF took a stand at Anuga earlier this month with five members taking a pod on our stand to enable them to promote their products.
- **Health & Safety Seminar** - This event is a must attend seminar for H&S professionals in our industry. The format of a mix of speakers from HSE/Local Authority and industry to provide practical case studies in short sessions ensures key information is provided and lots of topics covered. Associate members had the opportunity to exhibit which provided an excellent platform for those with an interest in the H&S arena. Our thanks to JLT Speciality/Royal Sun Alliance for sponsoring the seminar. The 2016 Seminar will take place on 6th July at the Ricoh Arena, Coventry.
- **Thinking of Joining BFFF Seminar** - Our annual seminar at Windsor in July is aimed at companies wanting to find out more about membership or companies who have recently joined BFFF and also provides a fantastic opportunity for us to highlight the key benefits membership offers. The case studies from existing members are extremely valuable and we are grateful to Martin McIlroy of Daregal Gourmet and Derk van Mackelenbergh of Eurofrigo for presenting the practical examples of the benefits that they value. Delegates find this extremely beneficial and a real reason to attend/join as members. Delegates attending the seminar are then encouraged to join us at Windsor Races to allow further, informal networking. Feedback continues to be very positive and so far, 4 companies have joined as a direct result of the seminar. Our thanks to Daregal Gourmet for sponsoring the event and UniCarriers for sponsoring the prize draw.



Bulletin

The Bulletin is published 6 times a year and is also available online, it remains a valuable read and key source of information for the industry.

One of the key tasks for the Commercial team over the coming months is to agree our strategy for the Bulletin going forward to ensure we retain the provision of key industry information in a format that is user-friendly but also cost-neutral.

Benefit Schemes

The Primary Authority benefit scheme has worked fantastically well for members over the two years that it has been running and the benefit to members was extended with Fire Safety having been launched just over a year ago.

Our Energy Benefit scheme, which we operate in partnership with Blue Castle Group, has also proved to be a resounding success with over 2000 sites benefitting from energy reductions.

Our commercial strategy is to continue to investigate potential benefit schemes that are advantageous to members.

Summary

The Federation has been through some major changes which are now reaping their rewards. We will continue to evolve and ensure that BFFF continues to make significant progress and deliver valuable services and benefits to members. We could not have achieved this without the fantastic support, dedication and time given by those people on our Expert groups and Board, to whom we are deeply thankful.

As always we are incredibly indebted to you, our members, for your continuing terrific support.

On a personal note, recruitment for my successor sometime next year, is now underway and if you or somebody you know, wishes to be considered please let us know and, in the first instance, contact me directly - brianyoung@bfff.co.uk.

We look forward to the new year with great excitement as we build on the strategic decisions we have taken to evolve into even better service and benefits for you.

Expert Group Members

H&S Expert Group

Chair: Vince Craig, c/o McEvoy Foods International Ltd
Mark Lovett, apetito Ltd
Jim Everest, Ardo UK Ltd
Matthew Bown, Asda Stores Ltd
Kate Taylor, Bidvest Foodservice
Paul Duncalf, Brakes
Bryan Atkinson, Cargill Meats Europe
Todd Hallam, Chalcroft Construction
Simon Williams, Cold Move Ltd
Paul Rhodes, Greggs Plc

Neil Walker, Heron Foods Ltd
Stephen Dean, Iceland Foods Ltd
Graham Jeffrey, Kent Frozen Foods Ltd
Gary Weatherhead, Palmer & Harvey Ltd
Peter Pickthall, R&R Ice Cream UK Ltd
Wesley Ap-Carreg, The Authentic Food Company Ltd
Paul Nowell, Total Foodservice Solutions Ltd
Adrian Cooper, XPO Logistics
Paul Fenner, Young's Seafood Ltd

T&L Expert Group

Chair: Vince Craig, c/o McEvoy Foods International Ltd
Iain Mortimer, apetito Ltd
Martin Forsyth, Independent Consultant
David Graham, Birds Eye/Iglo Foods Group Ltd
Ken Glauch, Booker Ltd
Gerry Thomas, Brakes
Philip Proud, Cargill Meats Europe
Brendan McIntyre, Flagship Europe Ltd

Helen Jackson, Freiburger UK Ltd
Chris Roddis, Greencore
Bill Wadsworth, Greggs Plc
Emma Meredith, Iceland Foods Ltd
Janet Williams, Kent Frozen Foods Ltd
Joanna Frost, Sam Browne Foods Ltd
Wesley Ap-Carreg, The Authentic Food Company Ltd
Scott Johnston, Young's Seafood Ltd

Audit Committee

Chair: Ali Hannaford, Paramount 21 Ltd
Helen Wright, Aunt Bessie's Ltd

Alastair Salvesen, Dawnfresh Seafoods Ltd
Peter Day, Honorary Life Member

Promotion Expert Group

Chair: Brian Young, BFFF
Fiona Watson, Dr Oetker (UK) Ltd.
Phil Eccleston, Golden Foods Siam Europe Ltd

Alison Laverick, Iceland Foods Ltd
Mike Cullinane, MDC Foods Ltd
Kate Forbes, Young's Seafood Ltd

BFFF Staff

Brian Young, Chief Executive
Paul Murray, Head of Commercial
Joanna Hancock, H&S and Projects Manager
Graeme Day, Sales Manager
Charley Price, Events Manager
Becky Dobb, Membership Manager
Kate Miller, Advertising Manager

Emma Cranidge, Financial Controller
Hazel Cranidge, Admin Controller
Jilly Wallis, Commercial Assistant
Crystal Holmes, Technical Assistant
Neesha Ramsingh-Cleary, Admin Assistant
Louise Allen, Book-keeper



Diary Dates

November 2015

*BFFF Annual Luncheon
Hilton on Park Lane, London*

24th

November 2015

*BFFF Industry Forum
JLTs Offices, St Botolph's Building, Houndsditch, London*

25th

1st

March 2016

*BFFF Business Conference & Exhibition
Chesford Grange, Warwickshire*

June 2016

*BFFF Industry Forum
(Location to be confirmed)*

**9th
(AM)**

June 2016

*BFFF Dinner Dance & Awards Evening
Hilton on Park Lane, London*

**9th
(PM)**

6th

July 2016

*BFFF Health & Safety Seminar
Ricoh Arena, Coventry*



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