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www.mypurchasingpartner.co.uk

MPP Seasonal Marketing Guide for Food Buyers and Caterers

WELCOME TO THE SPRING EDITION OF MPP'S SEASONAL MARKET GUIDE FOR FOOD BUYERS AND CATERERS. THESE QUARTERLY MARKET REPORTS GIVE YOU THE INFORMATION YOU NEED TO HELP YOU MAKE BETTER BUYING DECISIONS.

In this report we are considering the impact of the new data protection regulations.

These impact your employee records as much as your customer data and you need to act now to be ready for its introduction in May 2018.

Our economic review shows that the UK is seeing strengthening economic growth. However, some consumers are cautious, cutting down on visits to restaurants and hotel stays. We are waiting to see if this impact follows through to independent or higher-end establishments.

The MPP team is still seeing some food price rises, in many cases due to supply issues caused by extreme weather conditions. You'll be pleased to read that dairy prices are beginning to stabilise at last. Why don't you give us a call to talk about how all this impacts your business?

My Purchasing Partner will source the **high quality goods and services** that *you* need to exceed your customer's procurement expectations - and to maintain profitable margins. **Call us on 0800 121 6440**

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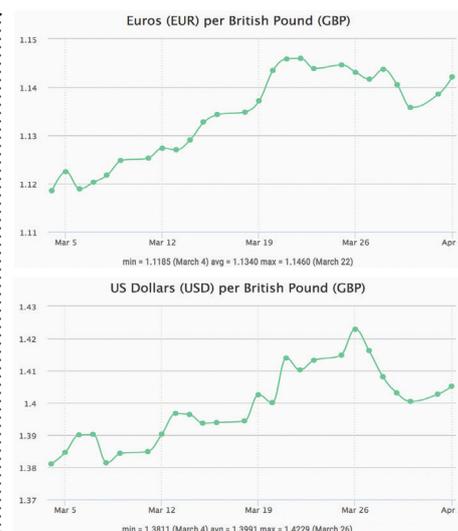
THE BIG PICTURE

The economy

Analysts are still divided over the future of the Pound against the Euro and the Dollar. This uncertainty is likely to continue until a decision is made about how the UK leaves the EU. However, a few analysts appear to be predicting a significant rise against the Euro over the next year and maybe a double-digit increase over the US Dollar. What seems clearer is that a strong, global business performance will mean interest rate rises in the near future.

Industry labour costs are certainly increasing across the UK mainly due to the Government increasing the minimum wage to £7.50 in October 2015 and a further rise due in April to bring this number to £7.83 per hour.

The increase has pushed up business costs throughout our industry, as has the reduction in casual labour, particularly from Eastern European countries.



Everyone's talking about... GDPR

We're sure you've heard about The General Data Protection Regulation (GDPR), which comes into force on 25th May 2018 but are you prepared for its introduction? The regulations will impact pretty much all businesses in, or trading with, countries in the EU including the UK, even after Brexit.

DATA = MONEY

Why is GDPR being introduced?

In this information age, data is the new currency. Private information is very valuable to advertisers, businesses, and governments.

Like many countries, the UK believes privacy to be a fundamental human right: GDPR protects individuals from their information being collected and used without their knowledge. It introduces new obligations, including making businesses accountability for protecting personal data. The most significant change is the need to obtain and prove that you have unambiguous consent to hold someone's data; after you have told them why you are collecting the data, how you will use it, and how long it will be stored.

WHAT DOES THIS MEAN? SOME EXAMPLES:

Employees:

You need permission in writing to:

- Post an employees' permission photograph on your website

- Hold the CV of a potential new employee "on file".

Customers:

You need specific, written permission to send them a newsletter or other communication. They must have the option to unsubscribe at any time and consent must be obtained from the parents of anyone under the age of 13.

Website:

If you collect personal information via a sign up form or if you track IP addresses or place cookies, you need to have a privacy policy statement on your site about how and why you are collecting it.

The new law gives people the 'right to be forgotten', which means they can ask you to erase all data you hold about them. If someone asks to see all the information that you hold about them, known as a Subject Access Request, you only have one month to comply.

DEMONSTRATING COMPLIANCE

There is a new requirement to demonstrate compliance. You need to

be able to prove that:

- All personal data you hold has been gathered compliantly
- Your systems and processes store, use and dispose of personal data compliantly
- Your employees are trained in their compliance responsibilities.

If you don't have this proof and there is a data breach, you will be fined around £18 million or 4% of your worldwide annual turnover, whichever is greater. You may also need to pay compensation to individuals who have been affected. You can't hide a breach - there is a legal requirement to report data breaches within 72 hours.

Our belief is that GDPR is a positive move to protect our privacy, however, it is going to take time and thought to be ready for May. We urge you to get professional support sooner rather than later to ensure that you implement and test the correct processes and procedures, and train your staff.

Exchange rates graphs source: www.exchange-rates.org

IN THE MARKETS

Poor growing conditions in Spain and the Canary Islands are affecting a range of fresh products this spring, including lettuce, peppers, aubergines, tomatoes, celery, and courgettes. It remains difficult to predict availability until the weather conditions settle into expected patterns, however, size and quality could remain an issue for the immediate future. Very high seasonal temperatures last summer have impacted the availability of dried fruits including raisins, dates, sultanas and currants.



Great British Seasonal Produce

TOP 5 CHOICES

Asparagus



Morel Mushrooms



Jersey Royal potatoes



Peas



Broad Beans



SAY GOODBYE TO...

Cauliflower



Sweet Potato



BAKERY PRODUCTS

Due to their high butter content, many bakery products are increasing in price.

BEEF, CHICKEN AND PORK

UK beef prices have fallen from a peak over the summer and pork prices are stabilising as farmers increase their herd sizes to capitalise on the higher 2017 prices.

A recent meat scandal in Brazil is putting a strain on European chicken supplies and a food standard issue within the UK has exacerbated this. Reports also state a reduction in hatching rates. High demand generated price inflation throughout 2017 and this is continuing in early 2018.

BASMATI RICE

New EU regulations have reduced the accepted levels of a fungicide known as Tricyclazole. Basmati is now being sourced from Pakistan however availability will reduce and prices rise because of this. India produces over 65% of the world's basmati rice but their growers use the banned substance.

SALMON, COD AND HADDOCK

Salmon prices are slightly lower than usual for this time of year, however watch out for price rises as Norwegian farmers reduce availability to drive up prices.

Cod and Haddock quotas have been reduced by 13%, less than the 20% requested by scientists to preserve stock. The immediate impact has been a

price increase. The total allowable catch in Russia has also been reduced, by 5%.

ICE CREAM

Almost every ice cream supplier has increased prices due to increasing costs. For example, milk prices are up 30%, cream up 50%, egg yolk 40% and vanilla is up 500% since January 2015.

BUTTER

After unprecedented rises throughout 2017, butter prices have started to ease but this is taking time to filter through to the market.

FRUIT JUICE

Pineapple juice prices are falling as stocks are high. Apple juice prices are rising due to poor harvests.

HEADS UP

Alternative Proteins

Burgers made from plants or lab-grown meat, or eating insects or algae, could pose an alternative to red meat for consumers in the very near future. Increasing media coverage of the supposed risks of both farming and eating red meat are causing people to look for new ways to source

protein. Plant-based burger patties are already available in the market, albeit with a limited distribution at the moment, and other products are in development. It is believed that these alternatives will have mainstream availability within 3-5 years.

Price Alert - packaging and napkins

The raw materials used to produce food packing, food-to-go bags and paper napkins have been increasing in cost during 2017. Plastic and polystyrene costs have increased due to crude oil being 15% higher than at the beginning of the year. The closure of paper mills in China have impacted

the cost of cardboard, and paper prices have risen due to increased demand as European countries move away from plastic carrier bags. Paper used in the UK is usually imported from Europe so it's price is also impacted by the fall in the value of the pound against the Euro.

Move away from the cod

The Marine Conservation Society is urging buyers to find alternatives to the UK's favourite fish.

Cod, salmon, haddock, prawns and tuna are our traditional top 5 choices. The newly updated MSC Good Fish Guide identifies UK farmed turbot, lemon sole, and queen scallops from Cornwall, amongst others, as

sustainable choices that will help to grow local seafood businesses, preserve the more traditional stocks, and support our marine environment.



Helping you buy better

My Purchasing Partner is working hard to source the products that your customers demand. We closely analyse the markets and negotiate with suppliers to alleviate volatile pricing impacts on our customers. Be assured that whilst we cannot control the future, we can be smart and transparent about what is happening.

We pledge to keep you abreast of developments and give you the information and tools necessary to

support your strategic business planning. Look out for our next market report as we head towards winter and visit our new website for latest information. In the meantime, if you have any questions, feel free to contact us on :

info@mypurchasingpartner.co.uk
or 0800 121 6440

Thank you for your continued support.

Promotional Weeks Spring 2018

21ST APRIL
WORLD TEA DAY

<https://www.nationalteaday.co.uk>

23RD-30TH APRIL
BRITISH BEEF WEEK

<http://www.ladiesinbeef.org.uk>

13TH MAY
INTERNATIONAL HUMMUS DAY

13TH MAY
FAIR TRADE DAY

14TH-20TH MAY - NATIONAL
VEGETARIAN WEEK

<https://www.nationalvegetarianweek.org>

14TH - 20TH MAY
COELIAC AWARENESS WEEK

<https://www.coeliac.org.uk/get-involved/events/4081-awareness-week>

1ST JUNE
NATIONAL FISH 'N' CHIP DAY

<http://www.neoda.org.uk/fishandchipday>

9TH JUNE
WORLD GIN DAY

11-15TH JUNE
HEALTHY EATING WEEK

<http://www.foodafactoflife.org.uk/site.aspx?siteId=20>

14TH JUNE
ALZHEIMER'S SOCIETY NATIONAL
CUPCAKE DAY

<https://cupcakeday.alzheimers.org.uk>

15-24TH JUNE
NATIONAL PICNIC WEEK

<http://www.nationalpicnicweek.co.uk>