



2,362 cars removed from the roads thanks to MPP.

WELCOME TO THE WINTER EDITION OF OUR SEASONAL MARKET GUIDE FOR FOOD BUYERS AND CATERERS - SUPPLYING THE INFORMATION YOU NEED TO HELP YOU MAKE BETTER BUYING DECISIONS.

Last year, we collected and recycled 127 metric tonnes of used cooking oil from our customers. This equates to nearly 300,000 Kgs of CO2 savings, which is equivalent to removing 2,362 cars from our roads.

My Purchasing Partner is an eco friendly company and we will be building on our

hard work over the past few years by launching a Eco Charter so you can be assured that we are looking after our planet as well as our customers. Look out for more stories about what we are doing throughout 2019.

As ever, we commit to keep you informed about prices and supply so

that you can plan accordingly. Many are predicting a turbulent few months ahead but we believe that regular, open communication will help us all to continue to be successful in our businesses.

We're My Purchasing Partner and we're here to help you.

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

The UK economy grew by 0.6% in Q3 this year, helped by the warm weather and subsequent feel-good factor. It is unclear what will happen in Q4 with some analysts predicting ongoing growth due to celebrating the season of goodwill, albeit at a slower level, whilst others are braced for negative growth and pessimism due to the seemingly inevitable “no deal” Brexit scenario. Experts predict some volatility in prices as the pound fluctuates against the Euro as political machinations continue, and against the US Dollar as America continues to see strong growth and increased numbers of people in employment.



Source: Mintec

Meet our supplier: Westlands



Nestling in the Vale of Evesham in the heart of the UK, is the family firm of Westlands. Their passionate team are proud to be the largest British speciality grower of microgreens, inspired leaves and edible flowers, ‘Taste of the Sea’ coastal vegetables, and speciality tomatoes; a unique range of produce.

Earlier this year, we visited this very special supplier to learn more about their produce and how it can be used by forward-thinking, quality-focused chefs in signature dishes. After 80 years in business, they certainly know their stuff and are so proud to produce fresh ingredients in accordance with M&S Field to Fork standards.



We were shown around by Will, who was passionate and knowledgeable. We saw first hand their clean, hydroponic growing methods that are soil and peat free. It was a great experience to see the amazing production, especially the micro herbs.

It is inspiring and reassuring to visit this hugely successful British producer.

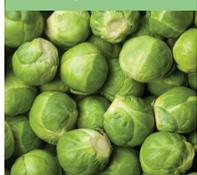


IN THE MARKETS

Great British Seasonal Produce

TOP 5 CHOICES

Brussels Sprouts



Celeriac



Fennel



Pears

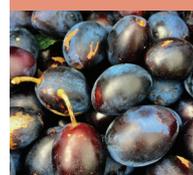


Red Cabbage



SAY GOODBYE TO...

Damsons



Pumpkins



DAIRY

Milk and butter prices are predicted to fall as we head into 2019. Supply has increased as grass growth recovers from the heat of this year's summer. We've seen some customers seeking butter alternatives to help mitigate any price spikes in future. We predict increases in cheese prices as the higher milk prices at the end of 2018 impact its production.

CHICKEN

Wholesale chicken prices are at a record high, up 17.5% compared to this time last year, due to the increased cost of feed and this summer's Co2 crisis.

BEEF TOMATOES

We are receiving smaller, greener fruit due to growers picking early to beat the increasingly wet weather in Spain.

LEMONS AND LIMES

The new season lemons and limes continue to struggle in the extremely wet Spanish weather. Heavy rain is causing mould and growers are unable to pick wet crop as this will lead to cell breakdown.

FISH

Prices for North Sea cod and haddock have been increasing over the past few

years due to quota restraints. Prices are expected to continue to rise as we head in 2019.

North Sea salmon prices remain volatile and it's expected this will continue into the new year. Prices have risen 15% since August due to rising demand leading up to Christmas.

Pollock prices have risen steadily over the first half of 2018 and are now up +7% year on year. Demand has increased as buyers move away from expensive cod.

There are increasing volumes of tuna from Thailand that is driving prices down. Increased volumes of yellowfin tuna are also available.

In a nutshell...

The weather, global tensions, and economic uncertainty are all impacting the cost of many food and non-food products. Here are a few key areas to watch out for:

Dairy and Eggs

The price of butter and milk is dropping after a year of high costs.



Meat

Poultry prices remain high and beef is up slightly compared to this time last year.



Fish

Rising demand, cuts in quotas and increased transport costs have all pushed up fish prices this season.



Transport

The price of oil has increased nearly 20% over the year as tensions between the USA and China continue. The oil supply from Iran is being curtailed by impending sanctions.



Packaging

Continued increases in the price of oil pushes up the price of plastic, and impacts packaging costs.



Wages

ONS states that Q3 wages increased at the fastest pace in 3 years.



HEADS UP ON 2019

Prediction 1: Reusing faded foods

The desire to fight against unnecessary food waste this year will see everyone searching for new ways to safely reuse leftovers and to serve them in an appealing fashion. We will no longer throw away tired foods but will find ways to 'recover' and 're-present' them in a new format. Chefs that can

show how they are doing this will be celebrated for not only reducing waste, but saving money too!

If you have a great recipe or have a suggested way to use leftovers, please let us know and we will share your ideas.

Prediction 2: Transparent food labelling

It's obvious why allergens need to be clearly shown on packaging and labels, however, consumers will demand further transparency about the provenance of both ingredients and the finished product. We're all about making healthy food choices and this

desire will now include wanting to know how products are made and transported. We're also interested in genetic modification and will become even keener to avoid nitrates, sulphites and carcinogens in our food.

Prediction 3: Fast food, even faster, easier delivery

We all expect instant gratification and the food service will develop to meet this. Technology will continue to evolve to give customers more opportunities to order their bespoke food choices.

This should make ordering meals and beverages way more convenient, quick and efficient. Expect to see advances in delivery, mobile ordering, pop up kiosks and order to your table.

Prediction 4: Spice up your life!

Cocktail staff move aside! Chefs are enjoying using a range of spices in their food and consider themselves the mixologists of the restaurant! Many are finding new taste combinations that transform a dish into something

special. Spices such as turmeric, ginger, cinnamon and cardamom are seeing a resurgence in popularity. They are also considered beneficial to health so this is a win/win trend.

Promotional Weeks Winter 2018

**JANUARY
VEGANUARY AND GINUARY**

**27TH JANUARY
INTERNATIONAL CHOCOLATE
CAKE DAY**

**3RD FEBRUARY
YORKSHIRE PUDDING DAY**

**5TH FEBRUARY
CHINESE NEW YEAR**

**25TH FEBRUARY - 10TH MARCH
FAIRTRADE FORTNIGHT**

**17TH - 20TH MARCH
INTERNATIONAL FOOD AND WINE
FESTIVAL, EXCEL LONDON
BOOK NOW: WWW.IFE.CO.UK**

Helping you buy better

My Purchasing Partner works hard to source the products that you 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 into the spring, and visit our new website for the very latest information. In the meantime, if you have any questions, feel free to contact us on:

**info@mypurchasingpartner.co.uk
or 01234 841889**

Thank you for your continued support.

