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Exporter Guide

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Approved By:
Stan Phillips
Prepared By:
Julie Vasquez-Nicholson

Report Highlights:
The UK has strong social and cultural ties to the United States, demonstrated by the similarities in consumer trends in the retail and foodservice markets. The UK presents strong market opportunities for many U.S. consumer-orientated products, including specialty food products, “healthy” food items, wine, sauces, fruit, nuts and juices. “Health” and convenience foods are main driving forces in the UK value-added food and beverage market. Consumers in this wealthy country are looking for variety in high quality food products, especially those perceived to have health benefits.

Post:
London

Author Defined:

SECTION I. MARKET OVERVIEW

Economic Situation

The UK, a leading trading power and financial center, is the third largest economy in Europe, after Germany and France. Services, particularly banking, insurance, and business services, account for the largest proportion of Gross Domestic Product (GDP) while manufacturing continues to decline in importance. Agriculture is intensive, highly mechanized and efficient by European standards but, in terms of gross added value, represents less than 1 percent of GDP. While UK agriculture produces about 60 percent of the country's food needs with less than 2 percent of the labor force, the UK is heavily reliant on imports to meet the varied demands of the UK consumer who also expect year round availability of all food products.

The UK is very receptive to goods and services from the United States. With its $2.78 trillion GDP, the UK is the United States' top European market and the fifth largest market worldwide for all goods, after Canada, Mexico, China and Japan. In 2016, the United States exported $55.4 billion of industrial and agricultural goods to the UK.

U.S. agricultural and related exports to the UK reached $2.88 billion in 2016. Consumer oriented food and beverage products remain the most important sector, amounting to $1.19 billion (38 per cent of the total) and also a record in 2016. Wood pellets for the renewable fuel remain strong driving U.S. forest product exports to the UK to $750.6 million in 2016. Demand for U.S. consumer oriented food products continues to differentiate the UK from many of its European neighbors. The UK is the 9th largest market in world for U.S. consumer-oriented products. Within this category it is worth noting that U.S. exports to the UK of fresh vegetables, prepared food, wine and beer and non-alcoholic beverages all set records in 2016.

BREXIT

On June 23, 2016, UK voters indicated their wish to leave the European Union (EU) by a 52-48 percent referendum margin. Nevertheless all existing trade and other arrangements under the UK's existing EU membership continue unchanged and remain so for the foreseeable future.

On March 29, 2017, the UK Government formally notified the EU that the UK intends to withdraw from the EU pursuant to Article 50 of the Lisbon Treaty. The Article 50 procedure has never been utilized before and while it has triggered a 2 year period of negotiation on the terms of the departure, with the UK set to leave the EU by 11:00 pm UK time on Friday, March 2019, significant uncertainty exists as to how the process will play out. One example is the UK's eagerness to negotiate its future trading relationship with the EU but the latter's insistence that the current talks focus on, what has become colloquially known as, the “divorce bill”. This is split into three parts – how much the UK owes the EU; the border arrangements for the UK’s only land border with the EU; and the future status of EU citizens currently resident in the UK and vice versa. Another element of uncertainty is the prospect of a transition period. Few observers currently believe the 2 year period of negotiations will be extended, a technical possibility but subject to agreement by all 27 remaining Member States, nor that the UK will withdraw from the Article 50 process and remain in the EU, another technical possibility but fraught with political ramifications for both the UK and the EU. Presuming an agreement is reached, and the UK does not abruptly leave the EU with no deal and commences trading on WTO terms, to avoid any sudden shocks to either the UK or the EU economies both sides have talked about a period of transition. Again, no specifics are in place but a further 2 years has been widely mooted by observers, a limiting factor likely to be that the current UK Government would want any such arrangements to end well in advance of the next General Election set for May 2022. If agreed, this could extend the period during which the UK may not be able to negotiate new trading relationships with third countries, such as the United States, well into 2021.

While dwarfed by the UK’s trade with the EU, the United States is the UK’s largest food and agricultural products third country trading partner, and by a large margin, both in terms of imports and exports. In 2016, U.S. exports reached a record $2.88 billion in agriculture and related products to the UK; the U.S. imported a record $931 million from the UK (not including an additional $1.5 billion worth of Scotch whisky and other distilled spirits). Over the short to medium term, while this trade will be subject to uncertainty in financial markets, the basic fundamentals for trade in food and agricultural products do not change.

Looking further forward, in addition to the uncertainty on the timeline for formal negotiations between the U.S. and UK on a new trading relationship, the UK has already started the process required to transfer EU laws and regulations into domestic legislation. The goal is, again, to minimize domestic disruption. For industry, this is on three main fronts – to limit the short term changes to domestic regulation; to maintain access to labor; and to limit additional transaction costs to those created by the new UK/EU trade framework. Of course, the UK can then modify and change those laws over time as needed but, as important as third country trade might be, maintaining access to the EU market could remain a limiting factor for these changes.

UK Demographics

According to the UK Office for National Statistics (ONS), in July 2017, the population of the United Kingdom was estimated at 65.6 million, up by 500,000 from the previous year. It is projected to reach 74 million by 2039.

According to the latest data available (2016), the South East of England is home to some 9.0 million residents (13.6 percent of the population), followed by London, which has 8.7 million people (13.2 percent of the population). Thus, over a quarter of the UK population lives in London and in the South East of the country. The two regions together cover less than one tenth of the UK’s land area. The North West (Manchester, Liverpool etc.) had the third largest population with 7.2 million residents (11 percent of the population).

The population of the UK aged 65 and over was 11.6 million (18 percent of the population). The number of people aged 85 and over was more than 1.6 million in 2016 accounting for 2.4 percent of the total population.

In 2016, 86 percent of the UK population was listed as white with 14 percent (about 8 million people) belonging to mixed, non-white or other ethnic groups. There are many ethnic groups in the UK including large populations from Asia, the Caribbean and Africa. The UK has a wide variety of ethnic restaurants particularly in London and other major cities in the country.

Almost two thirds of households in the UK are one or two person households.

Key Influences on UK Consumer Demands

- Slow population growth
- Ageing population
- Number of household units growing
- Smaller households (notably one-person households)
- Growing personal disposable income (boosting premium/convenience/eating out)
- Rise in number of working women (46 percent of total workforce)
- International consumer tastes e.g., Chinese, Indian, Italian, Thai, Mexican
- Reduction in formal meal occasions, leading to an increase in snacking and “grazing”
- Increasing public debate centered on food, incorporating safety, environmental, ethical, social and economic issues
- Improvements in efficiency across the supply chain, reducing the real cost of food
- Increased retail concentration (supermarkets growth vs. independent retailers)
- Higher number of urban population rather than rural.

Trends in Exports of U.S. Consumer-Oriented Foods to the UK

Product Category	Growth 2011 –2016 (%)	U.S. Exports to UK 2016 ($ million)
Wine & Beer	+59.9	363*
Tree Nuts	+53.8	200
Prepared Food	+81.9	191*
Processed Fruit & Vegetables	+4.8	86
Fresh Vegetables	+136.1	85*
Snack Foods (excl nuts)	+53.4	66
Non Alcoholic Beverages Exc. Juices	+124.5	42*
Fresh Fruit	-20	40
Chocolate & Cocoa Products	+78.3	33
Condiments	+26.1	27
Breakfast Cereals & Pancake Mix	+200	12
Fruit & Vegetable Juices	+11.1	10
Eggs and Products	-40	9.0

Pet Foods (Dog & Cat Food)	+159.2	7
Beef & Beef Products	+883	5.9
Dairy Products	-33	5
Pork & Pork Products	+33.3	4
Other Consumer-Oriented Products	0	3
Poultry Meat	+75	0.7

Source: BICO Report/U.S. Bureau of the Census Trade Data
*Denotes Highest Export Levels Since at Least CY1970.

Relative strengths/weaknesses of U.S. Suppliers in the UK market

Opportunities	Constraints
The scale of the United States food industry may offer price competitiveness on large volume orders.	EU products enter duty-free without significant customs checks while U.S. products face EU common external tariffs and strict customs controls.
The UK climate limits growing seasons and types of products grown.	Poultry and red meat are highly regulated by the EU, as are dairy product imports from the United States.
The diversity of the United States population creates innovative food products and concepts which are often mirrored in the UK.	Must meet strict UK/EU/retailer demands on food safety, traceability, environmental issues and plant inspection.
The United States has good brand image in the United Kingdom. The United States is a popular destination for the UK tourist and familiarity with products from the United States is widespread.	Labels, including nutritional panels need to be converted to comply with UK requirements. Pack sizes and palletization may also need to be adjusted.
A common language means that the UK is a natural gateway into Europe.	Need to develop relationship with UK trade contacts and invest in marketing product.
The UK has a core group of experienced importers with a history of sourcing from the United States.	Genetically-engineered (GE) food ingredients are not widely accepted in the UK, perhaps due to aggressive negative press.
Strong interest in innovative products. Currently there is high interest in natural, “wholesome” and “health” food categories.	Tastes differ in the UK. For example, popcorn is often sweet, relishes are jam-like, and spicy may not mean high chili content.

The UK can be a successful market for those companies willing to invest the time and resources to cement contacts. It is a good place to “test the waters” of the broader EU market. It normally takes on average 18 months from initial market survey to the time product appears on shelves. Exhibiting at UK food trade shows is an effective way to put new product in front of a wider audience if you are solely interested in the UK market. If you want to reach a number of European countries, one of the bigger European trade shows such as Sial or Anuga would be a better option.

SECTION II. EXPORTER BUSINESS TIPS

Essential UK Market Considerations

When looking at the UK market consider the following factors:

- Basic market research
- Retail, Foodservice or Processing
- UK business partner and terms
- Import duty and excise tax
- UK Value Added Tax
- Price points and competitors
- Labeling
- EU Food Standards Restrictions
- Promotion budget and resources

General Consumer Tastes and Preferences

Food Safety	As a result of food scares over the past two decades, the UK food supply chain is now heavily scrutinized, meaning that UK retailers, foodservice operators and manufacturers are uncompromising on traceability and quality assurance. UK buyers often require technical specifications above the level mandated by government legislation.
Biotech (GE)	Biotech products or products that contain biotech ingredients can only be sold in the EU if the genetically engineered (GE) trait has been given approval. This is generally not an issue as normally the EU has approved all U.S.-grown mainstream ingredients before a product could be imported. The onus is on the UK customer to ask the necessary questions of the United States exporter to know whether the product contains biotech ingredients. If the product does contain biotech ingredients that are EU approved, it may be sold with the appropriate labelling, i.e., a positive statement of GE presence in the food product. (See: https://ec.europa.eu/food/plant/gmo/traceability_labelling . Food products containing biotech-derived ingredients in the UK are minimal. Large supermarket chains have generally determined that they will not stock products with biotech ingredients in their private label products (typically these, account for 45-50 percent of supermarket lines). Many large companies with a presence in the UK/EU have also taken a non-GE approach, as well as many restaurants and cafes.
Organic	After years of declining organic food and drink sales, the organic food and drink market is now seeing strong growth with £2.09 bn ($2.71bn) sales in 2016; this

	was an increase of 7.1% on the previous year. This is fueled by fresh produce, dairy and processed food products. Supermarket sales have grown by 6.1%, independent retailers by 6.3%, home delivery by 10.5% and organic sales with foodservice by 19.1%. Organic food is more available than ever. Many high street chains like McDonalds, Jaime's Italian, Nando's and Pret include organic items on their menus. Organic products that have had increased success include baby food, milk, vegetable and seed oils and non-food products such as textiles and health and beauty products. Young consumers and families choosing to pay more for organic products have pushed sales up. It should be noted that organic sales represent only around 1.5% of the total food and drink market.
Health	Consumers are looking for foods to improve their health which is driving sales of premium, less processed food, functional food, fresh fruit, fruit juices and low-fat or low-sugar processed food.
Package Sizes	UK households are mainly comprised of 2 people. In addition, kitchens and refrigerators are small. Shopping is undertaken every couple of days, with perhaps a "large shop" every 2-3 weeks. U.S. suppliers should consider this in determining export package size.
Fair Trade	The UK is one of the world's leading Fairtrade markets. Sales of Fairtrade products in the UK were £1.65 billion ($2.1 billion) in 2016. There are over 41,500 Fairtrade certified products for sale in the UK. The most popular products being bananas, cocoa, coffee, tea and flowers. Requirements to meet "Fairtrade" labelling standards are available at: http://www.fairtrade.org.uk/ and http://www.fairtrade.org.uk/en/what-is-fairtrade/using-the-fairtrade-mark

Food Standards and Regulations

The UK follows EU policies regarding labeling and ingredient requirements. The EU Food and Agricultural Import Regulations & Standards Country Report (FAIRS) specifically addresses labeling and ingredient requirements. It is also available by emailing aglondon@fas.usda.gov

General Import and Inspection Procedures

Her Majesty's Revenue & Customs (HMRC) are responsible for the clearance of all goods entering the UK, for further information and customs forms please go to www.hmrc.gov.uk .

SECTION III. MARKET SECTOR STRUCTURE & TRENDS

The UK retail grocery market was valued at £184.5 billion ($239.8 billion) in June 2017, an increase of 0.3 percent on 2016. The Institute of Grocery Distribution (IGD) estimates that the UK grocery market will be worth £212.8 billion in 2022; a 15.3 percent increase on 2017.

In 2016, groceries accounted for 10 percent of total household spending in the UK, making it the third largest area of expenditure (the largest is housing, and the second largest is transport).

Food and grocery expenditure accounts for 51 pence in every £1.00 of retail spending.

Four in five shoppers say they have visited a discounter for grocery shopping in the past month.

Forty percent of British shoppers say they have bought some of their food by shopping online.

Nine in ten people visit a convenience store on a regular basis to buy everyday grocery necessities.

According to IGD, the average shopper makes 26 trips to buy food every month spread over 5 different outlets.

Retail Sector

Supermarket Chains

Four supermarket chains dominate UK food retailing, accounting for 69 percent of the market. Tesco is the market leader, with 28 percent market share, followed by Sainsbury's with 16 percent, Asda/Wal-Mart with 15 percent, and Morrison's has 10 percent. Other UK supermarket chains include Aldi, The Cooperative, Waitrose, Lidl, Iceland and Marks and Spencer.

Market Shares of the UK's Supermarket Chains

Retailer	Market Share %
Tesco	27.9
Sainsbury's	15.8
Asda/Wal-Mart	15.4
Morrison's	10.3
Aldi	6.8
Cooperative	6.2
Waitrose	5.3
Lidl	5.2
Iceland	2.1
Others	1.7
Symbols/Independents	1.8
Ocado	1.4

Source: Kantar Worldpanel, market share summary, July 8 to October 8, 2017.

These market shares are updated monthly, so there can be a slight change month to month.

The discounters' (Aldi & Lidl) sales increased 30 percent in 2016; Aldi's market share increased to 6.8 percent an all-time high making it the UK's 5th largest supermarket. The discount retailers continue to strengthen their position in the market with 4 in 5 shoppers saying they have visited an Aldi or Lidl in the past month.

In general, each chain focuses on a specific market segment. For example, Tesco targets the middle market, providing both economy and up-scale products. Sainsbury's is pitched slightly up-market of Tesco, with Asda/Wal-Mart slightly down-market. Morrison's and the Cooperative both compete at much the same level as Asda/Wal-Mart, while Waitrose, part of the John Lewis Partnership, is the most up-market of the leading chains. Iceland, Aldi, and Lidl are all price-focused outlets.

The UK has one of the most advanced private label markets in the world and is seen as a flagship market for private label development. The UK's major supermarket chains dominate the private label market and on average 47 percent of products in their stores are private label. Originally, private label goods were a copy of a branded product but today they are often innovative and marketed as a premium or high quality brand. They give UK retailers the opportunity to diversify their product ranges and develop new revenue streams. In comparison the Netherlands has 39 percent private label products and the United States has only 18 percent.

The Institute of Grocery Distribution (IGD) estimates that UK internet grocery sales will amount to £10.4 billion ($13.5 billion) in 2017, up 5 percent from 2016. Sales are forecast to grow a further 53.8 percent to reach £16.0 billion by 2022. Although this growth is rapid, online sales still remain a small part of the market.

The IGD survey found that two out of five (42%) of UK shoppers buy some of their groceries online every month, with three out of five shoppers (60%) intending to shop online and get home delivery over the next 2-3 years. Twenty eight percent of existing online shoppers claim to shop once a week or more online; a 20 percent increase from 2013.

Visiting a physical store remains an important part of grocery shopping habits as 4 in 10 shoppers say they use a mix of online and supermarket shopping.

Innovations such as grocery click and collect have also helped the popularity of this service. Click and collect allows customers to order all their grocery shopping online and then drive to the supermarket to collect it from a designated point. Click and collect lockers are also available at some underground stations. Although this is still a small part of the industry sales are growing year on year. It is the younger generation that is predominately driving the growth with one fifth (19 percent) of 25-34 year olds now doing their grocery shopping online.

Department Stores

Marks and Spencer (M&S) food halls continue to maintain successful business growth. Most M&S customers tend to buy the bulk of their groceries from less high-end retailers. A typical shopper uses M&S for special occasions, for convenience food such as ready-meals and as a top-up to their regular shop with a few luxury items. M&S consistently offer innovative, high quality and rigorously checked food.

The London-based Department Stores: Harvey Nichols and Selfridges have expanded to other major UK cities such as Birmingham, Manchester and Leeds. This has increased sales of U.S. products sold in their food halls. Other notable department stores stocking products from the United States are Fortnum & Mason and Harrods. Department Store food halls provide a unique opportunity for U.S. specialty foods. This is because these stores sell products at much higher prices, therefore make products more affordable. Also the department stores do not sell vast quantities of products like the major supermarket chains do, therefore smaller U.S. companies can keep up with demand.

Convenience Chains

The focus of these stores is mainly brands that are well known to the British consumers. They are located in town centers, train and metro stations as a convenient stop for commuters and families making small purchases on evenings or weekends. Also major supermarket chains have all opened small format convenience type stores.

Other Retailers

The UK has other outlets for U.S. products such as health food stores, mail/internet order companies and delicatessens. U.S. exporters typically work through UK importers to reach these smaller customers.

For further information on the UK retail sector, please see UK Retail Market Briefs which can be found by clicking on the following hyperlinks: Retail, Outlets, Supermarket Chains.

Hotel, Restaurant & Institutional (HRI) Sector

In the UK, the HRI Sector is known as the Catering or Foodservice Industry and is generally considered to have two sectors:

Cost Sector: Caterers within the cost sector traditionally do not derive substantial margins. Meal provision tends to be out of necessity, rather than as a result of a business opportunity being identified. Provision is governed by contract where pricing is controlled, if not fixed. Examples are: schools, hospitals, prisons and specialist care homes.

Profit Sector: This is the area of the foodservice market in which the potential business gains are the main motivator. It is also usually allied to hospitality and leisure. Pricing is flexible and examples are: restaurants, fast food chains, pubs, hotels and leisure venues.

The UK HRI market was estimated at $63.2 billion (£48.6 billion) in 2016; 0.9 percent increase from 2015.

The market is expected to continue to grow over the next 5 years reaching a value of £56.3 billion by 2022.

Breakdown of Food Market Value by Operator Type in 2016

	Food Sales (£ Billions)	**Share (%)**
Restaurants	11.7	24.0
Fast Food	13.0	26.8

Pubs	5.4	11.1
Hotels	9.7	20.0
Leisure	4.0	8.2
Staff Catering	2.3	4.8
Health Care	0.8	1.7
Education	1.4	2.8
Services/Welfare	0.3	0.6
Total	48.65	100.0

	Number of Outlets	**Share (%)**
Restaurants	30,818	12.0
Fast Food	34,259	13.2
Pubs	42,240	16.3
Hotels	44,578	17.2
Leisure	20,234	7.8
Staff Catering	17,062	6.6
Health Care	32,331	12.5
Education	32,316	12.5
Services/Welfare	3,070	1.1
Total	258,834	100.0

Source: Peter Backman

The food service sector is the UK's fourth largest consumer market following retail, cars, clothing and footwear.

Shoppers are increasing eating out more frequently than they were 5 years ago. Whether this is actually having a meal or stopping for a coffee and a snack, it is estimated that 40 percent of shoppers now eat something when they are out. In addition, forty-five percent of UK consumers currently eat out or have food delivered at least once per week.

About 3 million meals are eaten at work every day of which two million are prepared by contract caterers. British consumers are exposed to many different cuisines from around the world, with non-European foods being popular. As many as 7 out of 10 of Britons state that they like and eat non-European styles of food. The food service sector serves 8.6 billion meals a year, equivalent to 39,000 a minute.

Supply Chain

There are two main ways to enter the UK catering market. Some companies go direct to suppliers, domestic or foreign. However, by far the most popular way is through an intermediary such as a UK-based importer. Because there are a large number of small companies operating in the catering market, intermediaries skilled at filling small orders play a crucial role in the distribution of products. The importer normally takes title of the goods (i.e. ownership) following the purchase from a supplier to resell to trade customers. The UK's food service industry holds many avenues of opportunity for United States food and beverage products. Networking within the industry is vital to ascertain the best market entry strategy.

For further information on the HRI sector please see UK HRI report which can be found using the following link: Foodservice

Food Processing

The food and drink sector is the largest single employer in the manufacturing sector. Food and drink is also the largest manufacturing industry in the UK, with an annual turnover in 2016 of $124.0 billion (£95.4 billion). Around 400,000 people across Britain are employed in jobs associated with food and drink manufacture and sales.

Around 117,000 of these workers are of EU nationality, amounting to about a third of the UK workforce.

Soft drinks companies have reduced sugars and calories from their products by 18 percent since 2012. The UK Government has set up an ambitious program to reduce added sugar content in certain foods.

UK multinationals such as Unilever and Diageo are among the largest in Europe. Many United States companies, such as Kraft, Pepsico, Kellogg's, ADM, ConAgra and Cargill, also have substantial interests in the UK.

The major unprocessed commodities that are not commercially produced by the UK are rice, citrus fruit, bananas, corn, coffee, cocoa, stone fruit, tea and some oilseeds. Although the UK produces beet sugar, raw cane sugar is imported. Processed products that the UK has to import include wine and preserved/frozen fruit and fruit juices.

The UK's top three export markets are Ireland, USA and France.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

Product Category	**Total UK Imports 2016 ($ million)**	**UK Imports From U.S. 2016 ($ million)**	**Average Annual U.S. Import Growth (last 5 yrs)**	**U.S. Import Tariff Rate**	**Key Constraints to Market Development**	**Market Attractiveness for USA**
Fish and Seafood HS: 03	4,173	118	+18.6%	0-22%	Highly fragmented market.	U.S. #1 canned salmon supplier, developing interest in

						other products and species
Chocolate confectionery HS: 1806	1,952	39.1	+86.1%	8-27%	EU common external tariff can be a hurdle for products with chocolate, sugar, dairy ingredients.	Europeans eat more chocolate than any other part of the World.
Vegetables & Fruit prepared in Vinegar HS:2001	157.8	0.8	+133%	0-16%	Competition from Turkey, Netherlands and India	Food has long shelf life
Preserved fruit & nuts HS: 2008	587.2	34.3	+56.6%	7-27%	Competition from EU, Thailand & South Africa	U.S. nut butters perceived as high quality, exotic preserved fruits of interest for gift/specialty trade
Fruit & Vegetable Juice HS: 2009	1,012	7.7	-6.5%	16-23%	Competition from EU and Brazil	High focus on healthy living in UK. Juices now more popular than carbonated drinks
Sauces, Condiments, Seasonings HS: 2103	823.2	29.2	+35%	0-10%	Australia starting to enter the market	UK wants authentic tex-mex, BBQ sauces, marinades & salad dressings
Soft drinks HS: 2202	1,239	7.7	+6.5%	0-10%	Domestic & EU competition, strong brands, market reaching	New U.S. concepts in beverages always attractive, e.g. functional drinks

					saturation	
Beer HS: 2203	729.5	27.7	+455%	0%	Domestic & EU competition, major brewers located in EU	U.S. micro-brew beers, generally unique beers with a story.
Wine HS: 2204	4,124.7	202.5	-10%	18-25%	Competition from EU, Australia, Latin America & S. Africa.	UK #2 export market for U.S. wine after Canada. California wine has 16% market share, other parts of United States should benefit in the future

Source: Global Trade Information Services.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Foreign Agricultural Service
United States Department of Agriculture
United States Embassy
33 Nine Elms Lane
London SW11 7US

Tel: +44 20 7891 3313
E-mail: AgLondon@fas.usda.gov
Web: www.usembassy.org.uk/fas/index.html

Contact For: U.S. Government Agency for information on UK market, exporting from the United States to the UK. Policy information etc.

Department for Environment, Food & Rural Affairs
Nobel House, 17 Smith Square, London, SW1P 3JR
Tel: +44 20 7238 6951
E-mail: helpline@defra.gsi.gov.uk

Website: www.defra.gov.uk

Contact For: UK Government Agency for any information on the UK Agricultural sector.

Food Standards Agency
Aviation House, 125 Kingsway, London WC2B 6NH
Tel: +44 20 7276 8829
Email: helpline@foodstandards.gsi.gov.uk
Website: www.food.gov.uk

Contact For: UK Government Association for information on UK food safety standards and policies.

United States Mission to the European Union
Office of Agricultural Affairs
Boulevard du Regent 27
B-1000 Brussels
B-Belgium
Tel: +32 2 811 4154
E-mail: AgUSEUBrussels@fas.usda.gov
http://www.usda-eu.org/

Contact For: U.S. Government Office dealing with EU agricultural policy information.

UK Trade Associations

Institute of Grocery Distribution
Grange Lane, Letchmore Heath, Watford, Hertfordshire, WD25 8GD
Tel: +44 1923 857141
E-mail: askigd@igd.com
Web: www.igd.com

Contact For: UK trade association for information about the food and grocery chain.

Food and Drink Federation
6th Floor, 10 Bloomsbury Way, London, WC1A 2SL
Tel: +44 20 7836 2460
E-mail: generalenquiries@fdf.org.uk
Website: www.fdf.org.uk

Contact For: UK trade association which is the voice of the UK food and drink manufacturing industry.

Fresh Produce Consortium
Minerva House, Minerva Business Park

Lynch Wood, Peterborough PE2 6FT
Tel: +44 1733 237117
E-mail: info@freshproduce.org.uk
Website: www.freshproduce.org.uk

Contact For: UK trade association for the fresh produce industry.

British Health Food Manufacturer's Association
1 Wolsey Road, East Molesey, Surrey KT8 9EL
Tel: +44 20 8481 7100
E-mail: hfma@hfma.co.uk
Website: www.hfma.co.uk

Contact For: UK trade association which works effectively to represent the interests of the UK natural health products industry at all levels of the legislative, regulatory and Parliamentary process.

British Frozen Food Federation
Warwick House, Unit 7, Long Bennington Business Park
Main Road, Long Bennington, Newark, NG23 5JR
Tel: +44 1400 283 090
E-mail: generaladmin@bff.co.uk
Website: www.bfff.co.uk

Contact For: UK trade association for all aspects of the frozen food industry.

APPENDIX - STATISTICS

TABLE A. KEY TRADE & DEMOGRAPHIC INFORMATION FOR 2016

UK Agricultural Imports From All Countries ($ Billions) U.S. Market Share (%) [1/]	68.9 4.3%
UK Consumer Food Imports From All Countries ($ Billions) U.S. Market Share (%) [1/]	46.3 2.4%
UK Edible Fishery Imports From All Countries ($ Billions) U.S. Market Share (%) [1/]	4.1 2.8%
UK Total Population (Millions) / Annual Growth Rate (%)	65.6 0.7% Growth
UK Urban Population (Millions)	52
Number of Major Metropolitan Areas [2/]	46
Size of the Middle Class (%) [3/]	67%
Per Capita Gross Domestic Product (U.S. Dollars)	$39,899
UK Unemployment Rate (%)	4.3%

UK Per Capita Food Expenditures (U.S. Dollars) per person per week	$36.92
UK Percent of Female Population Employed [4/]	70.7 %
Exchange Rate (U.S.$1 = £)	1.3

Footnotes

1/ From Global Trade Atlas

2/ Population in excess of 1,000,000

3/ Middle class is "defined as individuals who have average incomes of more than £25,500"

4/ Percent of number of women (16- 64 year olds).

TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS

(In billions of United States Dollars, rounded to the nearest million)

Commodity	UK Imports from the World			UK Imports from the U.S.			U.S. Market Share %		
	2014	2015	2016	2014	2015	2016	2014	2015	2016
Consumer Oriented Agric. Total	50.9	47.6	47.6	1.0	1.1	1.1	2.0	2.4	2.4
Fish & Seafood Products	4.4	4.0	4.1	0.1	0.1	0.1	3.9	3.9	2.8
Agricultural Total	65.2	60.3	57.6	1.8	1.8	1.8	2.7	3.1	3.1
Agricultural, Fish & Forestry	77.0	71.7	68.9	2.9	3.0	2.9	3.7	4.2	4.3

Source: Global Trade Information Services.

TABLE C – TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS

UK - Top 15 Suppliers of Consumer Food Imports

	2014 ($ millions	2015 ($ millions)	2016 ($ millions)
Netherlands	8,027.2	7,176.2	7,177.4
Ireland	5,832.4	5,699.5	5,699.8
Germany	5,079.3	4,669.8	5,699.8
France	5,475.2	4,898.2	4,897.7
Spain	3,629.8	3,597.8	3,596.7
Italy	3,578.3	3,360.0	3,360.5
Belgium	3,059.6	2,679.2	2,679.0
Poland	1,654.9	1,717.7	1,720.0
Denmark	1,804.2	1,522.9	1,522.8
United States 1/	**1,053.9**	**1,148.8**	**1,148.8**
New Zealand	1,042.0	932.1	932.1
Thailand	928.7	895.4	895.4
South Africa	847.0	812.0	812.0
Brazil	732.1	660.6	660.6
Chile	677.1	626.6	626.6
World	**50,977.9**	**47,660.6**	**47,661.7**

1/ note that this data under-represents actual United States sales to the UK as an undetermined amount of products is transshipped via other EU member states.

Source: Consumer-ready food imports reported by UK via Global Trade Atlas

UK – Top 15 Suppliers of Fish & Seafood Products Imports

	2014 ($ millions)	2015 ($ millions)	2016 ($ millions)
Iceland	430.3	407.9	408.5
Faroe Islands	316.7	227.4	305.3
Germany	285.9	272.7	292.0
China	324.1	278.4	272.3
Denmark	272.9	229.0	224.8
Sweden	179.5	162.1	218.8
Vietnam	167.3	187.7	202.9
Netherlands	151.2	155.4	165.4
Canada	200.6	238.3	158.9
India	173.6	131.1	151.7
Norway	141.1	120.4	136.0
Thailand	272.9	141.9	124.5
United States 1/	**178.4**	**158.1**	**118.8**

France	100.6	100.1	105.8
Bangladesh	112.5	99.6	100.6
World	**4,495.7**	**4,079.7**	**4,173.7**

1/ note that this data under-represents actual United States sales to the UK as an undetermined amount of products is transshipped via other EU member states.

Source: Global Trade Atlas
Rate of Exchange used in this report: $1.3 to £1.00