



# Supplying What the Market Wants

11<sup>th</sup> November 2014



FINEST BRITISH BEEF MATURED AND PREPARED FOR Waitrose

# Outline....

1. Overview of the business
2. Establishment & Development of the supply chain
3. Venison in the market place
4. The consumer



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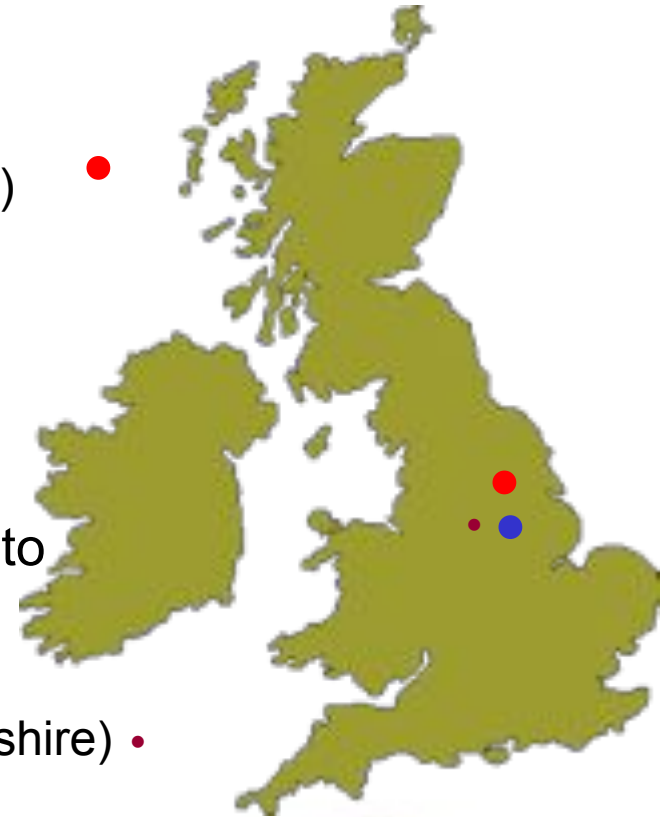
# From the beginning.....

- Dedicated Beef, Veal and Venison supplier to Waitrose
- Privately owned British company
- Business established in 1997 (34 Staff initially, now over 650)
- First dedicated plant for Waitrose,
  - model rolled out since to other supply chains
- Long term relationship with Waitrose in excess of 30 years



# Where are we.....

- Operate out of three main sites –
- **DCP Stapleton** (North / West Yorkshire border) •
  - Abattoir, Maturation, Boning, Retail Pack, Despatch
- **DCP Skellingthorpe** (Lincolnshire) •
  - Abattoir, Maturation. All carcasses brought to Stapleton
- **External Contract kill facilities** (South Yorkshire) •
  - Specific for Venison, Abattoir, Maturation, Boning,



# From the beginning.....

2009....

- Establishment of First Venison Group
  - Dedicated, integrated, British Venison supply chain for Waitrose
  - Group established themselves with structured selection of recommended producers from within the industry
- Develop and build relationship with Round Green Farm, Venison Abattoir



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# Development of the group.....

- Requirements....

- Group recommended
- High standards of Welfare on farm
- Quality Assured
- Compliance and adherence to Scheme Standards
- Shared Ethos

- Growth....

- First Season; 13 producers consigning 900 finished deer
- Projected season this year of 1900 finished deer with 20 producers
- Ongoing focus on growth of deer numbers and subsequent Venison yield



# Development of the group.....

## Strengths....

- Integrated 3 way partnership
  - Producer – Processor – Retailer
- Ongoing producer input into the development and direction of the scheme
- Security of product in the market place
- Knowledge of product positioning
- Security of structured pricing for ongoing investment in nutrition & genetics
  
- Security of supply
- Consistency of product
- Full Traceability



# Development of the group.....

## Improvements to the scheme....

- Payment grid introduction rewarding conformation

	E	U	R	O	P
1	Base	Base	Base	-15	-40
2	+10	+5	Base	-15	-40
3	+10	+5	Base	-15	-40
4	Base	Base	Base	-15	-40
5	-20	-20	-20	-20	-40

- No maximum weight restrictions
- Transparency of slaughter charges





# Development of the group.....

## Improvements to the scheme....

- Data Transparency and Dissemination
  - Publishing kill data each season
  - Average carcass weights, average weight league table, top weights range all presented anonymously to the group after each season
  - 8kg average carcass weight increase to date since 2009
  - Top carcass weight in excess of 80kg
- Carcass Health feedback from the plant



# Development of the group.....

## Improvements to the scheme....

- On farm recording of KPI's to include calving rates, weaning and turn out weights,
- Open days and farm events
- Advice network within the group between producers



# The marketplace....

- Demand outstrips supply
- Current availability means the range is not available in all branches
- Basic range currently available in branch, to avoid further dilution, despite constant strive of New Product development
- Ongoing, increasing profile of venison
  - Focus on the health benefits; Low fat, Iron / Omega 3 levels
- However, hesitation / apprehension still exists with regards how to cook venison



# The consumer....

Ongoing retail research highlighted change in the UK grocery market

- Customers now go much further to seek out value
- Using technology much more for shopping
- Growth of convenience shopping,
  - Small branches rather than larger out of town branches
  - Significant proportion of meals are eaten the same day they are purchased
- Development of the range and subsequent products to fulfil these,
  - Develop range to offer further value – meal ideas with diced venison, meatballs, meat loaf, consistent size of product for consistent price point
  - Meal ideas, - steak with butter, cooking information on pack




# The consumer....

Redesign of labels to include clear cooking instructions and serving suggestions

**Waitrose**  
Lean & mild  
diced British  
venison

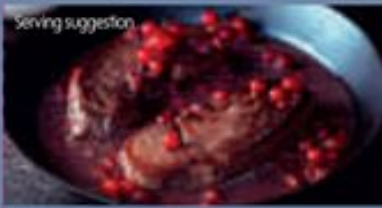
Serving suggestion



Price	£ per kg	Use by
£		
Approx. cooking time	Weight/kg	
<b>CASSEROLE</b> 1¼-1½ hours		

**Waitrose**  
2 mild and  
tender British  
venison steaks

Serving suggestion

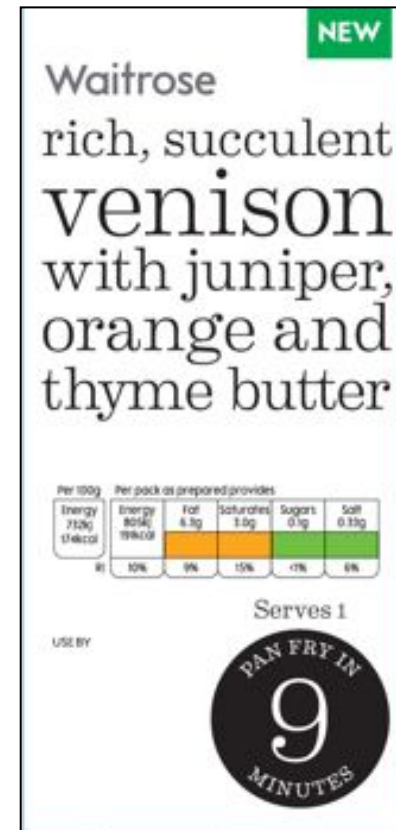


Price	£ per kg	Use by
£		
Approx. cooking time	Weight/kg	
<b>PAN FRY</b> 6-8 mins		



# The consumer....

Develop easy to cook meal solutions



and recipes...



# The consumer....

Reducing packaging – moved all steak and dice meat into skin pack, added benefit of increasing shelf life and visibility of the product



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# The future....

- Continue to grow the British, Farmed Venison, category, increasing deer numbers and carcass weights
- Highlight the Points of Difference that the scheme has to offer in terms of high welfare, traceability and consistency of product
- Continue to add value to the carcass with New Product Development
- Focus on the requirements of the consumer;
  - Meal ideas
  - Convenience
  - Cooking advice

