



## **A MESSAGE FROM ALF**

It is with mixed emotions that I write my last contribution to the preface of the BFFF Bulletin as I stand down as your Director-General after 25 years as your ambassador for frozen foods. You will be aware from my previous communication in the autumn, that to succeed me, we recruited Brian Young who has been serving as Director-General Designate since that time. It has been a very well planned, harmonious and professional induction for Brian and we have worked well together. I am absolutely confident that I am handing over to a capable and experienced new representative of the frozen food industry who will do a really great job for your companies and for the frozen food industry itself. It will, of course, be "business as usual" from Brian and the BFFF team.

I will be in the background for some months but I thought it important to make it quite clear that Brian is now leading the Federation as Director-General. He needs space to spread his wings in that capacity and he is now your main BFFF contact.

It is gratifying to see the Federation with such a strong professional team and I am so pleased that everything is in very capable hands to be able to handle the inevitable future challenges for frozen foods in both the foodservice and retail sectors.

I would like to convey my thanks to the many people in the companies in membership who have supported me so strongly over the years. They are far too numerous to mention – but they all know who they are - and I really appreciate the tremendous enthusiasm which they have shown for BFFF, the industry and to me personally. I do hope to keep in touch with you all into the future.

In recent years especially, we have been blessed with capable elected officials, particularly two very supportive Presidents in Ali Hannaford and Howard McEvoy who have given the BFFF team great backing and supported the BFFF style of a modern trade association with a professional team at headquarters managing the business. I know that Stephen Waugh is continuing in that same style. I wish him well and he has made a great start as President.

The BFFF team at Grantham are really great to work with. To have helped their development, both individually and as a team, has been one of the most rewarding aspects of my role over the years. They are a really great bunch – capable, professional but always down to earth and personable in true BFFF style. I am so grateful to them all for their support.

It is a fact that no organisation can develop without continued financial investment in both good people and in resources. Both BFFF and myself have been extremely fortunate to have seen Lynn Thomas managing our commercial ventures for the last nineteen years. She has generated £1.4 million of profit from our commercial enterprises into the Federation's finances over the last twelve years alone. This has provided a significant amount of the essential finance for our development and has also helped to keep your subscriptions at the lower end of the Trade Association league tables. Without her contribution, BFFF simply would not have progressed so effectively and would not have become so influential in the way which we have. Frankly, much of the success with which I have been credited over the years could not have come my way without Lynn's total commitment and her successful contribution to BFFF's development. I thank her most sincerely.

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Frozen foods are continuing to grow in the foodservice sector and we have seen value growth in retail for the first time for some while. It is gratifying to be stepping down at a time when the industry seems poised to expand once again.

Also, it is rewarding to me to know that BFFF is financially sound, with a seamless continuity in leadership and with a very professional BFFF team of excellent people with high standards and a high level of commitment to service. The Federation has come a long way from my early days with just one assistant, based in a Nissen Hut outside Grantham.

Above all, I have been proud to be the ambassador for frozen foods over a period in which industry volumes have increased ten fold. No other market sector in grocery has ever shown that level of growth over 25 years and it is a remarkable achievement in which I have been very pleased to have been so highly involved.

So, my thanks to you all for your support and friendship over the years. My very best wishes to you for your business successes, good health and personal fulfilment in the future.

Love and best wishes,

A handwritten signature in black ink that reads "Alf Caw". The signature is written in a cursive style with a horizontal line under the name.

**BFFF**

**April 2007**