



STRONG BFFF SHOWING AT IFE07

Buoyed by the recent figures from TNS which show frozen foods growing in value year on year in January, BFFF provided the information centre and a focal point for the frozen zone in the IFE exhibition from 18th – 21st March 2007. The BFFF team was in action throughout the show which, according to most of the exhibitors, had a high quality audience of frozen food buyers in good volume. Several companies that we spoke to reported a very positive response to their products and already felt that the show was well worth while their investment.

The exhibitors were an interesting mix of large international companies from areas such as Brazil, Vietnam, China and central Europe, along with a wide range of embryonic companies from the UK presenting an intriguing range of new products and some great ideas for both foodservice and retail sectors.

BFFF, as usual, were hosts to our member companies with our hospitality area and we were delighted to welcome established and new members throughout the four days of the show. We were very pleased that David Jones, Head of Food and Drink Industry Division at Defra, was kind enough to perform the official opening of the frozen zone and he underlined the synergistic relationship between Defra and BFFF. He highlighted the role which BFFF representatives were undertaking in the Defra “Champions Groups” in the various sections in Defra’s Food Industry Sustainability Strategy initiative and he particularly complimented Ian Farley of BFFF for his work in this area. It was good to have Ian present on that occasion to receive David’s official recognition, which Ian so richly deserves.

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It was also good to see so many of the fifty new member companies recruited since the last IFE exhibition in March 2005. Their presence at our opening ceremony highlighted the fact that BFFF membership services are in line with the needs of so many businesses in this uncertain climate within the food industry and for the frozen food sector in particular.

We are also pleased to report very positive discussions with a considerable number of companies with regard to potential new membership. These companies are from the UK and also from continental Europe and we hope to turn our discussions into memberships over the next few months.

The BFFF stand provided the opportunity to make a confident showing for the frozen food industry in the UK and we were able to have detailed discussions with a wide number of trade journalists and frozen food buyers to emphasise the fact that frozen foods, more than ever, can provide highly profitable solutions for them in both foodservice and retail. We unashamedly promoted the fact that “You Can Be Sure It’s Fresh – It’s Frozen” which was the flagship message from the Federation.

Our warmest thanks to all those who enabled the BFFF presence in the frozen zone at IFE07 to be positive and prestigious both for the organisation and for the industry.

BFFF

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