



**Growing and Marketing
blackcurrants in the U.K. –
A growers perspective**

Anthony Snell

- 
- An aerial photograph of a blackcurrant orchard. In the foreground, several pieces of harvesting machinery, including a red tractor with a green harrow and a blue platform, are positioned in the rows of bushes. A worker in a yellow high-visibility vest is visible near the machinery. The orchard rows stretch into the distance, leading to a line of trees and a rolling landscape of green fields under a clear sky.
- Film: The Great British Food Revival
 - Blackcurrant outlets and what we do at A J & C I Snell
 - Fresh
 - Processing
 - IQF - www.windmillhillfruits.co.uk www.britishblackcurrants.co.uk
 - Organic
 - The UK Frozen Fruit Market
 - Marketing and Promotion
 - The Role of the IBA

The Great British Food Revival



Points raised in the film -

- The importance of GSK Ribena to the U.K. Blackcurrant Market
- The challenges to a grower of a tonnage contract
- The need to increase consumption by greater awareness and innovative marketing



Blackcurrant Outlets

- Fresh Blackcurrants
- Processed Blackcurrants
- IQF Blackcurrants

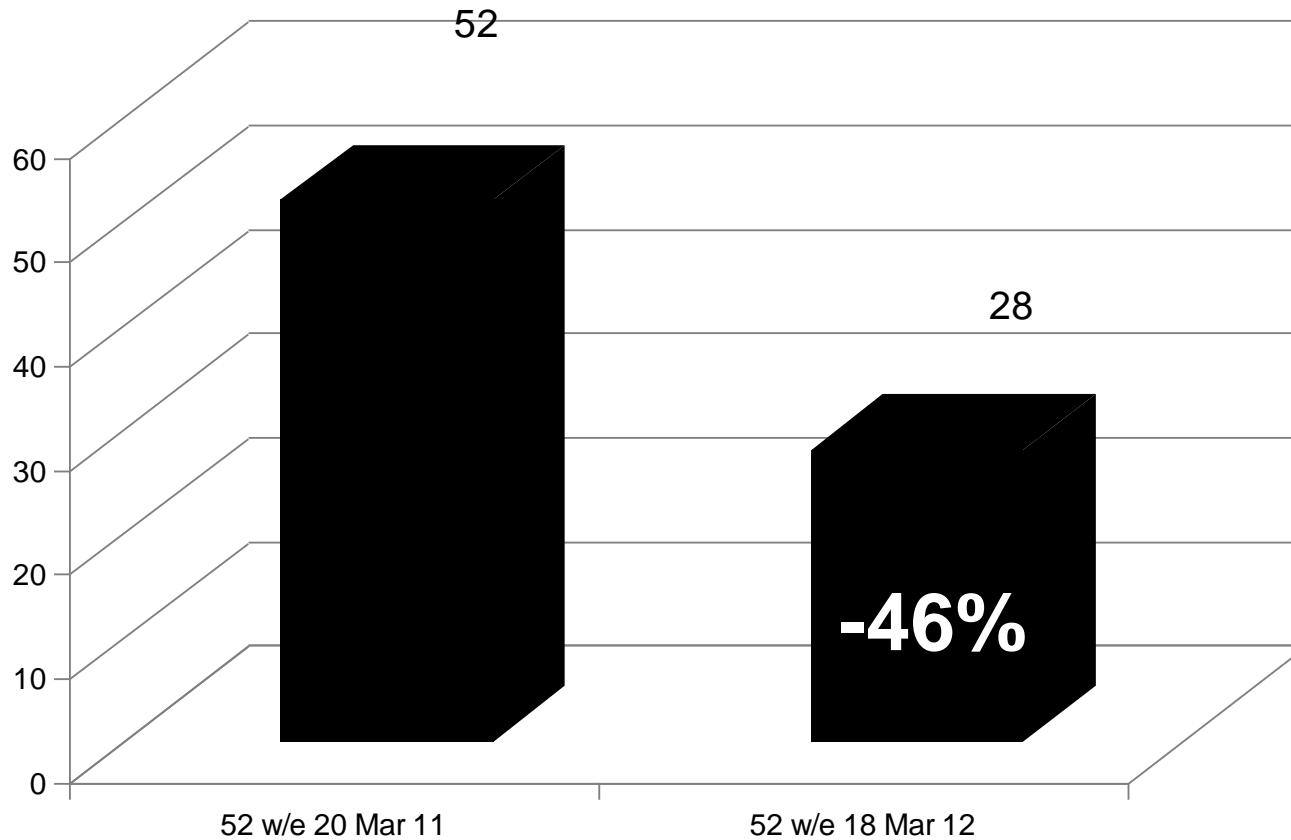


Fresh Blackcurrants

- Costly to pick by the string
- Tend to be picked under ripe
- Short season
- Unattractive purchase!



Fresh Blackcurrant Volume tonnes



Processed Blackcurrants



IQF Market



- Requires precision harvesting of high quality fruit – usually from young bushes.



- UK customers like provenance and low food miles.

■ Retail Packs



- Organic and conventional Blackcurrants (400g) are in approximately 150 stores across the UK.
- Sales of the 'Windmill Hill Fruits' range has increased by 129% in the last year.
- The 'Summer Fruits' mix contains 30% blackcurrants complimenting British Raspberries, Blackberries and Redcurrants.

'Online Shop'

- Sales of British Blackcurrants from the 'online shop' have increased by 25% from the first 9 month period (Dec 2010 – Aug 2011) compared with the last 9 month period (September 2011 – May 2012)
- The sales of Organic Blackcurrants have increased 110% in the same period.



The screenshot shows the homepage of the British Blackcurrants website. At the top, there is a banner with a Union Jack and clusters of blackcurrants. The main heading reads "British Blackcurrants Best Berry for Health". Below this is a navigation menu with links: Home, About Us, Growing & Packing, Health Benefits, Online Shop, Delivery, Contact Us, and News. The main content area features the heading "A.J & C.I Snell Blackcurrants" and a paragraph stating, "At A.J & C.I Snell Blackcurrants, we're passionate about growing delicious blackcurrants that are bursting with flavour." Below this is a paragraph about their experience in growing blackcurrants. To the right is a photo of a person harvesting blackcurrants. Below the photo is a callout box that says, "Did you know that alongside the great taste, this super fruit is not just any superfruit? They're full of all sorts of health promoting antioxidants!". At the bottom left, there is a "Your Basket" section showing 0 items for £0.00 and a "Grower Awards 2008 Winner" logo. A footer message says, "Please visit our online shop to purchase our delicious blackcurrants".

British Blackcurrants
Best Berry for Health

A.J & C.I Snell Blackcurrants

At A.J & C.I Snell Blackcurrants, we're passionate about growing delicious blackcurrants that are bursting with flavour.

As award winning fruit growers, we have a wealth of experience in nurturing some of the juiciest conventional and organic blackcurrants in the business - three generations of farming heritage in fact! So we can supply you with some great tasting blackcurrants... in any quantity and all year round!

Surrounded by acres of rich and fertile Herefordshire soil, we're currently producing a great range of blackcurrant varieties for the commercial markets, including leading High Street multiples. We supply both fresh and IQF (Individually Quick Frozen) produce. Of course, we're always keen to expand our client base, so please contact us if there's anything that we can do for you!

Did you know that alongside the great taste, this super fruit is not just any superfruit? They're full of all sorts of health promoting antioxidants!

Healthy, delicious and juicy... that's why, at A.J & C.I Snell, we feel that blackcurrants really are a bit of a hidden gem, yet to receive the market penetration they deserve. So we're right behind blackcurrants in their fight to be recognised as the Best Berry for Health!

What a deliciously juicy opportunity!

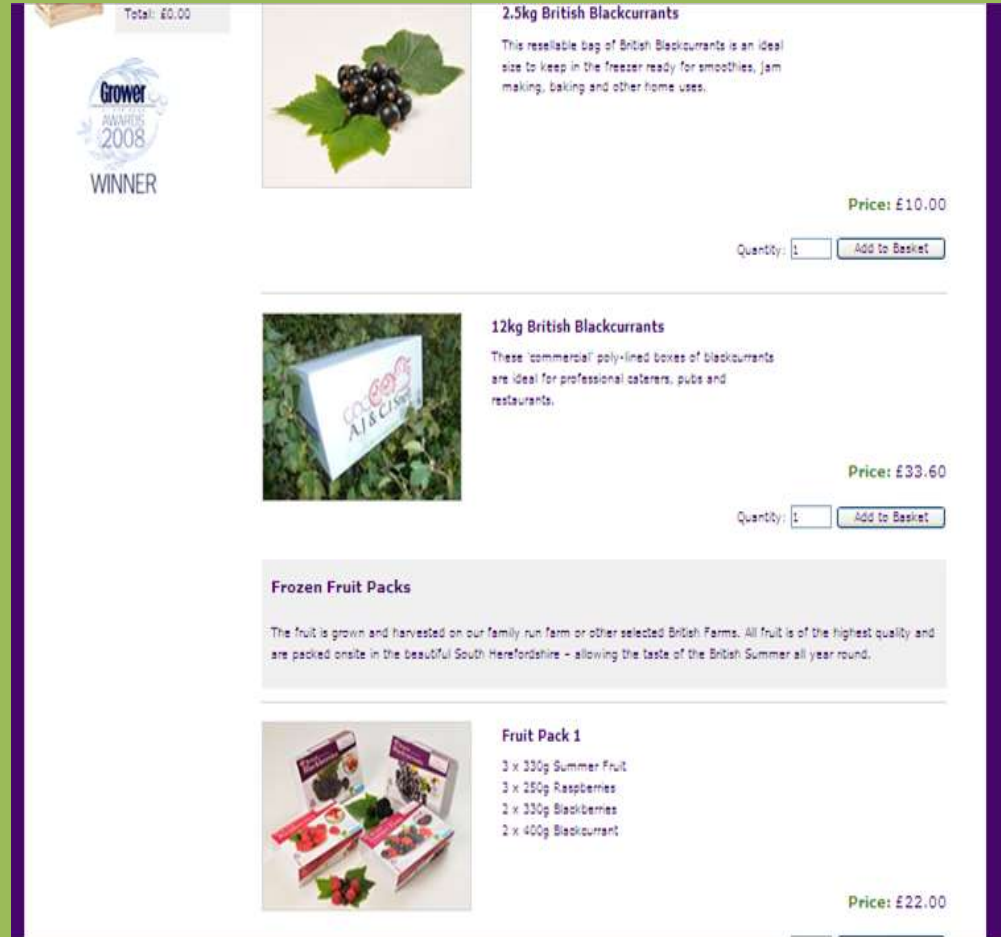
Please visit our online shop to purchase our delicious blackcurrants »

Your Basket »
Items: 0
Total: £0.00

Grower Awards 2008 WINNER

Comments from customers:

- “I think you have done a wonderful thing with your fruit being frozen and to be able to purchase it online, the fruit is first class and not having to take the stalks from each blackcurrant is amazing, and time saving.”



The screenshot shows a website interface for purchasing fruit. At the top left, there is a 'Total: £0.00' indicator. Below it is a circular award logo that reads 'Grower AWARDS 2008 WINNER'. The main content area features three product listings:

- 2.5kg British Blackcurrants:** Includes an image of a bunch of blackcurrants. Description: 'This reusable bag of British Blackcurrants is an ideal size to keep in the freezer ready for smoothies, jam making, baking and other home uses.' Price: £10.00. Quantity: 1. Add to Basket button.
- 12kg British Blackcurrants:** Includes an image of a white box with 'Cox & Co's A & C' branding. Description: 'These 'commercial' poly-lined boxes of blackcurrants are ideal for professional caterers, pubs and restaurants.' Price: £33.60. Quantity: 1. Add to Basket button.
- Frozen Fruit Packs:** A section header with a description: 'The fruit is grown and harvested on our family run farm or other selected British Farms. All fruit is of the highest quality and are packed onsite in the beautiful South Herefordshire - allowing the taste of the British Summer all year round.'
- Fruit Pack 1:** Includes an image of several boxes of frozen fruit. Description: '3 x 330g Summer Fruit, 3 x 250g Raspberries, 2 x 330g Blackberries, 2 x 400g Blackcurrant.' Price: £22.00.

- “It was wonderful. I can no longer pick my own as our local farm has stopped doing this. However, I won't bother to search anymore now I know I can buy blackcurrants from you.”

Organic Blackcurrants

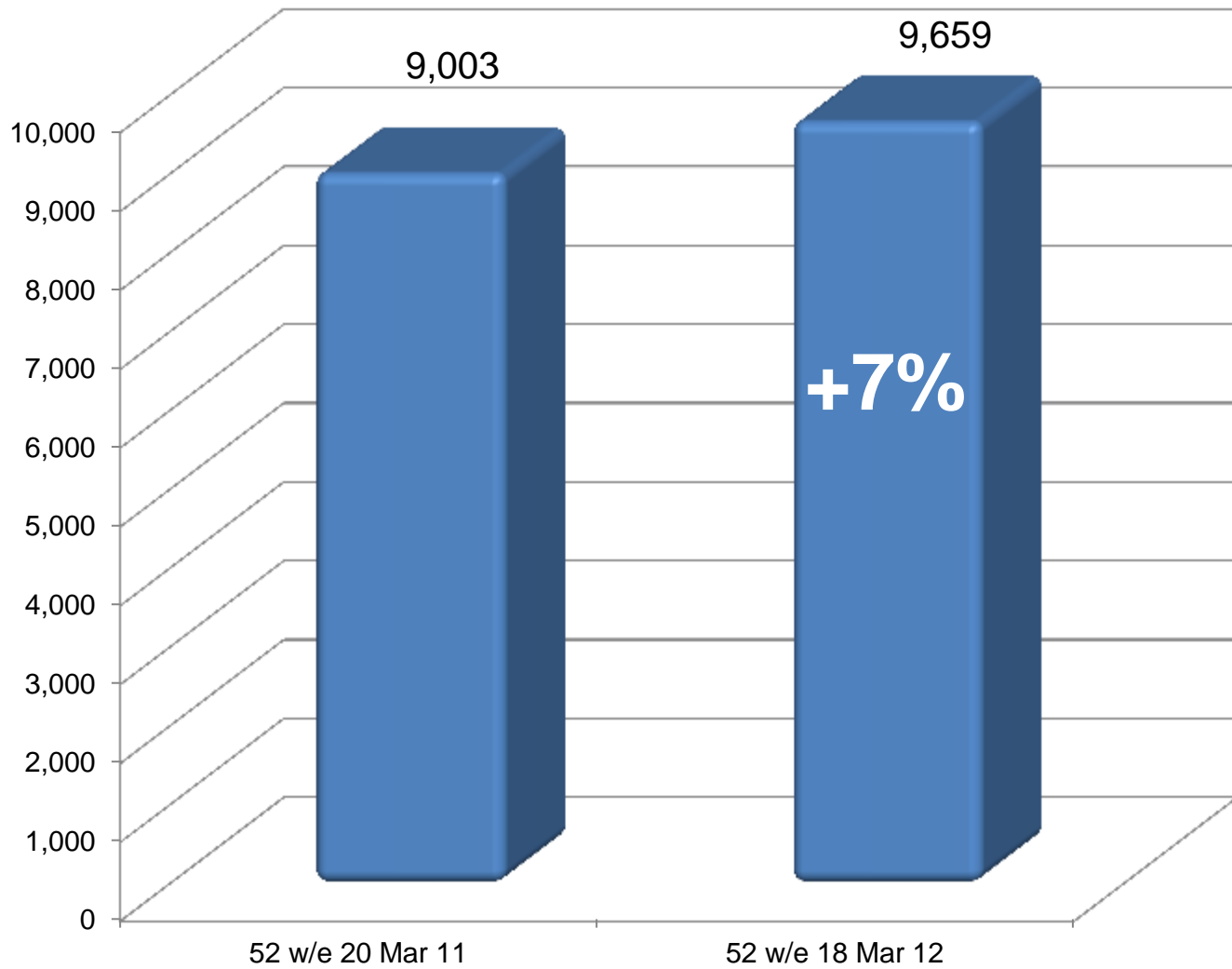


- Specialist niche market
- Agronomy challenges
- Not sufficiently rewarded

The UK Frozen Fruit Market

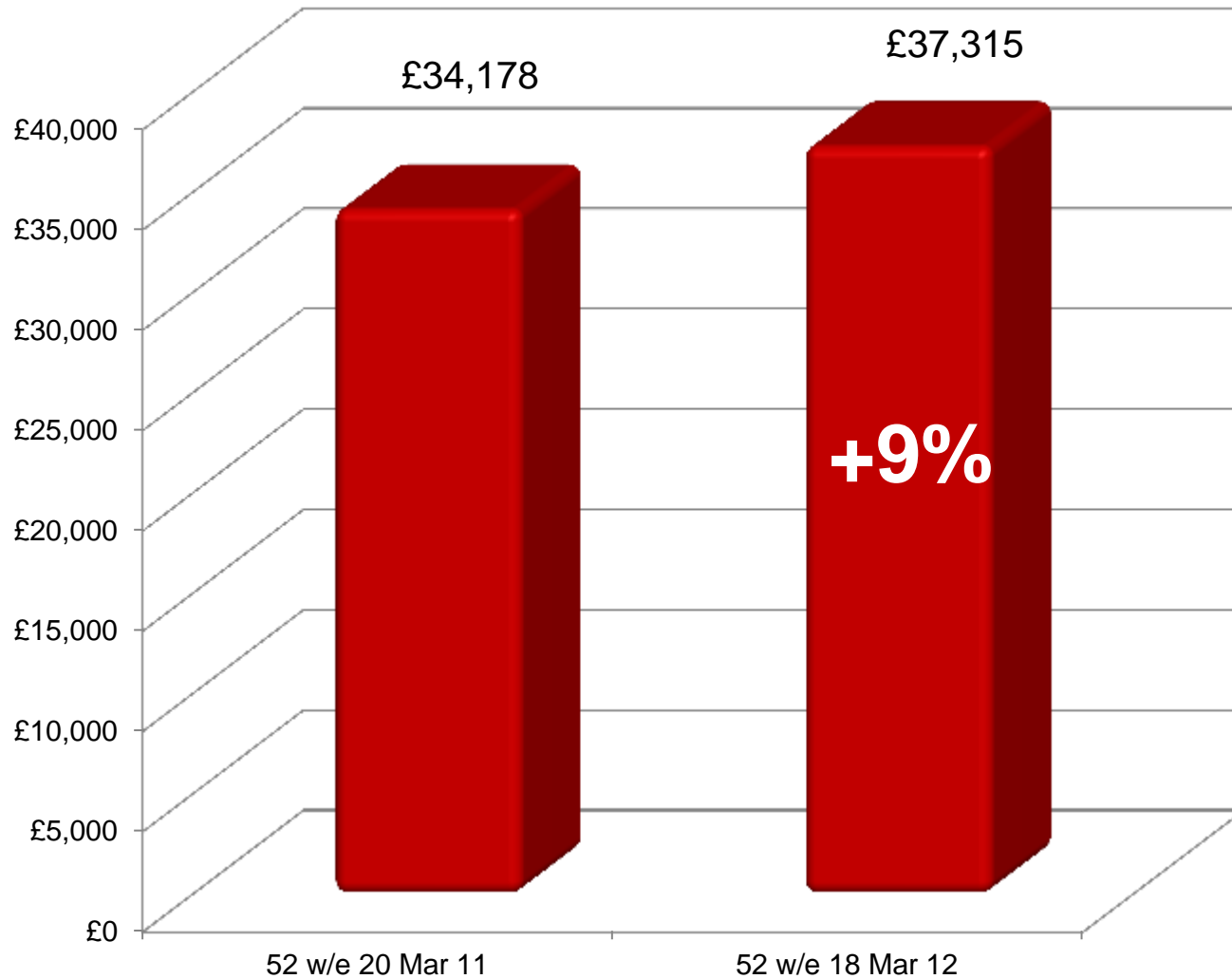


Total volume of frozen fruit sold in UK supermarkets. Tonnes



Data courtesy of Kantar World Panel / Berry Gardens

Total expenditure on frozen fruit packs in UK supermarkets. Expenditure in £000's



Data courtesy of Kantar World Panel / Berry Gardens

Total Expenditure on Frozen Fruit packs containing Blackcurrants in UK supermarkets

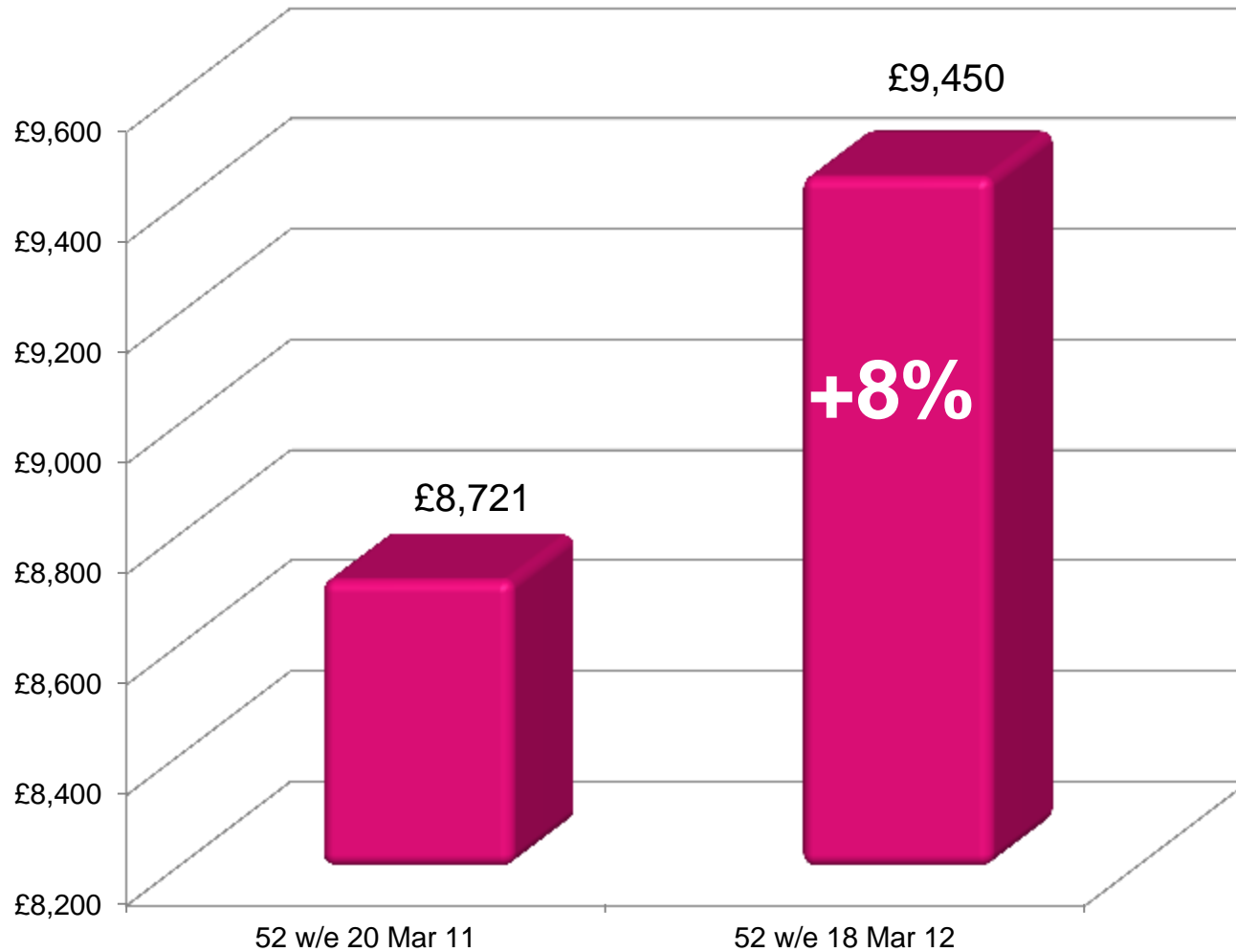
Expenditure in £000's



Data courtesy of Kantar World Panel / Berry Gardens

Total Expenditure on Raspberry packs in UK supermarkets.

Expenditure in £000's



Data courtesy of Kantar World Panel / Berry Gardens

UK Farm Production Costs

	2006	2011	% Change
Land Price - £ per acre	3,735	7,480	100%
Fertiliser Cost (20:10:10) - £ per t	145	310	114%
Crop Protection - £ per Ha	105	147	40%
Labour - £ per Hour	5.58	6.58	18%
Machinery - £ for a 150hp tractor	50,000	68,000	36%
Tractor Fuel – pence per litre	33.5	65.2	95%

Marketing and Promotion



Menu ARK Gala Dinner. June 2011

Event attended by Duke
and Duchess of Cambridge
– their first public event as
a married couple.




MENU



Carpaccio of Maldivian long line caught yellow fin tuna

Fanning an island of Rio Grande Valley avocado creme fraiche, topped with young coconut, with splash of Goan lime, coriander and sprinkled with toasted organic sesame seeds




Pacific Ocean black cod fillet

Hand-glazed with a Japanese tamari and manuka honey reduction. Delicately balanced on a sumptuous organic pearl barley risotto, hand in hand with a delightful English courgette flower beignet, teriyaki jus

or

Roasted fillet of Australian Kobe beef

Nestling in a Kent garden pea puree, temptingly accompanied by a succulent spinach and onion compote, to die for triple-cooked Maris Piper chips and Indonesian long pepper sauce



Hereford organic blackcurrant souffle

Snuggled up with a swirl of Kentish apple and sorrel sorbet, Kentish apple blossoms perched on top, with crunchy Turkish hazelnut crumble



The Blackcurrant Foundation Marketing and Promotion

easy food news

Interesting snippets and the best new products, to make the time you spend in the kitchen quick, easy – and fun!

Best of the bunch...

With summer at its peak, something special to look forward to is the arrival of **British blackcurrants, which are at their best in July**. Not only do they look and taste delicious, they're packed full of health benefits too. Containing three times more vitamin C than an orange, they can help to maintain a healthy heart and ward off any infections – who knew so much goodness could be crammed into a small berry!

Add a handful to your morning cereal, grab a few to snack on or turn them into a delicious jam with this tasty recipe, below. Either way, there's no excuse not to pop a punnet into your trolley next time you're in the supermarket.

APPLE AND BLACKCURRANT JAM

Put 500g of fresh (or frozen and defrosted) blackcurrants and 500g peeled, cored and chopped bramley apples into a preserving pan or very large saucepan with 2 tbsp cassis (blackcurrant liqueur) and 2 tbsp water. Simmer on a low heat for 10-15 minutes, until soft and pulpy – add a little more water if it starts to stick. Add 1kg preserving sugar and bring to the boil. Boil for about 5-7 minutes, stirring often, until the jam reaches setting point. Pour into 4 hot sterilised jars and seal each with a lid. It's ready to eat as soon as it's cool.



Flower pot

Make topping tray this summer with 7 (£14.99, plus p&p), designed as a funky lets you carry a s and six wine glas perfect for outdoor We loved the sturd design and think it great centrepiece f table... What's mo doesn't shine, it's st girls' night in or Su family or friends. A at www.justmustar 0208181010002.

Everyone's talking about...



Blackcurrants

Why now? British blackcurrants are in season from now until the end of August.

Best for: Boosting the immune system, thanks to its vitamin-C content. Lots of antioxidants to protect against ageing, joint problems, and cancer, for example.

The low-down: Research at the University of Dundee shows that it's the flavonoids that stimulate the body's defence against cancer and may switch on protective genes.

Look for: Pixley Blackcurrant Cordial, £3.19 for 500ml (01531 670228; www.pixleyberries.co.uk. For more on blackcurrants, visit www.blackcurrantfoundation.co.uk

SUPERFOODS FOR SUPER KIDS

With three times more vitamin C than an orange, the blackcurrant simply oozes goodness. Why not stew it with a little sugar to make a yummy topping for ice cream? Failing that, a nice, cool (well diluted!) glass of Ribena will give your little one a vitamin C boost. June is peak season for this super fruit, so make sure you stock up now, because they taste just as good even after freezing.

Tasty seasonal

In season...
Blackcurrants

Not only do they have deep purple good looks and a fabulous flavour, the humble blackcurrant is also bursting with healthy antioxidants, including vitamin C. Visit blackcurrantfoundation.co.uk for mouthwatering summer recipes, including Blackcurrant Pavlova and Blackcurrant Sorbet. The average price per punnet is around £2 to £3.

Supermarket products containing blackcurrants



Tesco, one of the largest supermarkets in the UK, has 120 products on sale containing blackcurrants.

The Role of the IBA

- Developing a positive relationship between countries
- Developing science for plant breeding, health and wellness
- Education and promotion to increase consumption





Thank you for listening
The Blackcurrant – Best Berry for Life