

NEWS IN BRIEF INDUSTRY NEWS

ORGANIC TRADE AIMING TO DOUBLE THE VALUE OF ORGANIC

The Organic Trade Board, the body that represents the organic industry, makes its first senior appointment in the creation of its plan to double the value of organic trade in five years. Finn Cottle, previously of Sainsbury, Somerfield and the Noble Foods Group, has joined the Organic Trade Board at a time when many outside observers are predicting its demise due to economic pressures. Her role as consultant to the OTB includes establishing the status of organic businesses throughout the UK, and working with them to knock down those barriers that are hampering growth.

CARAVAN ROWS AGAIN

Caravan supporters from across the grocery industry took to the largest natural lake in Britain on 16th May, to show support and raise money for their industry charity. The annual Windermerre Row, which was this year once again sponsored by Heineken, was a fantastic success with a record 35 boats taking part and £85k raised for the charity. The money raised will allow Caravan to look after 70 of their beneficiaries over the next year and a big thank you goes out to everyone who took part in the event. The new Caravan website is also big news for the charity. The brand new re-designed website is a project which the charity has been working hard on. Log on now to find out more at www.caravan-charity.org.uk.

BLAKEMORE'S GROWING THROUGH THE RECESSION

Eight hundred delegates to the recent Blakemore SPAR Retail Conference heard the message that investment is the key to growth for SPAR retailers during the recession. Blakemore's are supporting their SPAR retailers with a substantial support package, designed to build margin and minimise risk to independent retailers.

ANDREW NICHOLSON RECOGNISED BY RSPCA'S FREEDOM FOOD SCHEME

The Co-operative's Andrew Nicholson has been praised by Freedom Food - the RSPCA's farm assurance scheme - for being instrumental in driving higher animal welfare standards in the food and farming industry and supporting the Freedom Food label. Andrew, Senior Technical Manager for The Co-operative Food, has been named as one of the 10 people recognised by Freedom Food for going the extra mile to help improve the lives of farm animals and being integral to the success of Freedom Food.

COCA COLA ENTERPRISES CHOOSES VIRIDOR FOR RECYCLING

Viridor, one of the UK's leading recycling companies in the UK and part of the FTSE-100 Penmon Group, has been chosen as the preferred supplier by Coca Cola Enterprises Ltd, for recycling and recovery from its production plants and Cold Drinks Centre in Great Britain. Viridor was chosen as the preferred partner due to their extensive infrastructure, knowledge and proven track record.

CRICKETER FARM INVESTS IN BUSINESS GROWTH

Award-winning cheesemaker Cricketer Farm has increased the packing capacity at its Somerset site to meet the demands of growing business with major multiples. The Company will be welcoming new members to its team and has invested in new machinery to facilitate the development of its pre-pack business.

SALESOUT ANNOUNCES NEW CONTRACT WITH BOOKER

SalesOut, the provider of actionable insights to the FMCG industry, has gone live with sales data from leading wholesaler Booker. Adding sales information for 400,000 retail and catering outlets to its existing database, SalesOut is now able to provide FMCG manufacturers with actionable insights based on sales data for more than 420,000 routes to market.

ENVIRONMENTAL BIOTECH KEY INGREDIENT AS ASDA SUPERMARKET AWARDED FIRST GREEN LADLE AWARD



Bacterial remediation expert Environmental Biotech has been instrumental in helping Asda Supermarket in its efforts to stop used fats, oils and grease (FOG) blocking sewers across the country. In doing so, Environmental Biotech has helped Asda attain the first ever Green Ladle Award, a new recognition for environmental champions.

Developed in association with Anglian Water with support from the Chartered Institute of Environmental Health, the acknowledged result of Asda's work with Environmental Biotech, Anglian Water and Chelmsford Borough Council in ensuring best practice for the disposal of FOG. Since initial trials the system has been rolled out to all of Asda's 359 stores.

Environmentally Biotech uses specially grown live vegetative bacteria to digest the fat that coagulates and blocks drains causing floods and hygiene problems for commercial premises and householders and affecting the sewer networks vital to public health. Environmental Biotech is working nationwide with local authorities to remedy the problem.

Alongside environmental health concerns, financial considerations are also important: at any one time, 10% of the sewer network is clogged with FOG, letting out these sewers costs £5million a year in the Anglian Water region alone. Reducing these overheads helps keep council tax bills down.

Aziz Tejpar, Chief Executive of Environmental Biotech, said: "We work closely with Anglian Water to reduce the health risks of blocked drains caused by the build up of FOG. Education and awareness campaigns are vital to reduce the enormous costs of blockages. The first presentation to ASDA of the Green Ladle Award recognises their preventive maintenance policy that includes the Environmental Biotech system to ensure first class hygiene for their own premises and protect the communities they serve."

Jonson Cox, Group Chief Executive of Anglian Water, said: "We must not underestimate the very real dilemma that irresponsible disposal of fats, oils and grease poses. It is essential that the network works as efficiently as possible, and that we do all we can to protect it. We applaud ASDA for the part they are playing and we have great pleasure in presenting them with the very first Green Ladle Environmental Champions Award, an award that we hope to see in shops, restaurants and takeaways across the country in recognition of their work."

Paul Kelly, Director of Corporate Affairs for ASDA, said: "We're delighted to receive this award. It's great recognition of all the hard work

both ourselves and our colleagues at City Facilities Management have put in over the years to resolve this issue. It goes to show what can be achieved when you put your mind to it, and the importance of tackling these things in a coordinated and strategic way."

ESSEX BIO FIRM HAS SWINE FLU SOLUTION; "B-SANITIZED"

Environmental Biotech International and the BE Swisher Hygiene network offer a significant weapon in the battle against H1N1 A Influenza (Swine Flu). The product, B-Sanitized, is a total release, disinfectant fogger that eradicates bacteria on all surfaces in a room within minutes through the release of a fine disinfectant mist.

"Offices, hotels, schools, day centres, clinics, hospitals and practically every enclosed work place are a hub for the transmission of germs and infection, often by people who do not even know they are sick yet," says Environmental Biotech CEO, Aziz Tejpar.

"Cleaning surfaces and washing hands often are very important measures to prevent cross contamination. Employers have a responsibility and vested interest to protect their people, and while education and awareness are a step in the right direction, actions speak louder than words."

Cleaning every surface in a room conventionally is difficult and time consuming. B Sanitized is an EPA registered solution that can disinfect an entire room in minutes. Simply pop the cap at the end of the day and place the pressurised canister in the middle of the room to be disinfected. The total release fogger distributes the environmentally responsible disinfectant throughout the room, effectively sanitising all exposed surfaces including the walls, desks, ceiling, switches, head boards, even the air, within 15 minutes. B-Sanitized is EPA certified effective against Influenza A viruses including H1N1 A Influenza (Swine Flu). B-Sanitized is also effective against HIV, herpes, tuberculosis, bird flu, mould, mildew, athlete's foot and even the superbug MRSA.

Environmental Biotech is an ESSEX based international company with hygiene cleansing operations also in the US. In the UK the company operates a national network specialising in environmentally responsible solutions for drain, grease and odour management and the B-Environment Swisher hygiene practices in association with GOJO Industries provide hand cleanser products to protect our daily environments.

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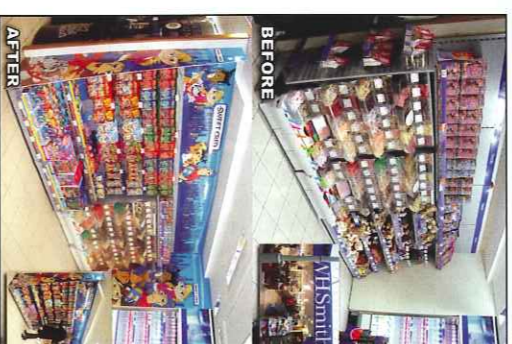
WELCOME BREAK GETS EXTREME SWEET MAKEOVER

Getting ready to cash in on the summer football, Welcome Break service areas have enlisted the Sweet Cred team for their very own in-store makeovers, transforming their confectionery display areas into a destination point sure to attract every child and adult alike.

The first makeover proved such an enormous success that Welcome Break has rolled the Sweet Cred format into further sites, where space allocated ranges from 1 metre to a spectacularly colourful and impressive 3 metres.

Welcome Break's Category Buyer Simon Taylor stated: "I have been looking to reintroduce a Children's Range into Welcome Break that gives us the right product in the right packaging at a strong retail price with impactful POS to attract the consumer young and old. In Sweet Cred I found these requirements as the wall displays on a number of our M5 sites show."

The Sweet Cred range on sale at Welcome Break delivers a wide product variety, including mallow, gummy candy, boiled sugar confectionery, spray liquid candy, bubble gum and novelty related products, ensuring every buying occasion from impulse snacking to gifting is catered for. All lines carry the distinctive and



eye-catching Sweet Cred brand and quality assurance

Welcome Break also enlisted Sweet Cred to provide a co-branded Surprise Bag for its 'EAT IN Kids' solution in the restaurants, packed with toys and games to play, which is proving a popular addition to the children's restaurant menu.

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SIR KEN MORRISON TO BE THE YORKSHIRE AGRICULTURAL SOCIETY'S PRESIDENT

Yorkshire businessman Sir Ken Morrison CBE is to be the President of the Yorkshire Agricultural Society following next year's Great Yorkshire Show.

Sir Ken, President, founder and former Chairman of Wm Morrison Supermarkets, has agreed to take on the honorary role for 2010/2011 following a career spanning 55 years in the food industry.

Simon Theakston, the Society's Chairman said: "We are delighted that Sir Ken has agreed to become our President - he follows a long tradition of distinguished Yorkshire people who have carried out this important figure head role. His reputation goes before him, not only as a successful businessman, but as a champion of the British farming industry and a strong advocate of using locally produced food."

He added: "The announcement of future Presidents of the Society is always made well in advance in order to allow time for preparation. Our current President, Michael Bannister, will hand over the reins after this year's show (Tuesday 14 - Thursday 16 July) to Richard Elmhurst, the President Elect, who in turn will hand over to Sir Ken on the final day of the 2010 show, Thursday 15th July."

Commenting on his appointment Sir Ken said: "I have had close ties with farmers, and the meat and food industry generally virtually all my life, and have had a farm myself for many years. Indeed one of my early career choices was to work in horticulture but circumstances intervened, otherwise my life would have been very different. I've always tried to support farmers, both in business and personally, and now as much as ever, the agricultural industry needs to be playing to its strengths, and the Society is certainly a strength."

Based at Harrogate, it is best known as the organiser of the Great Yorkshire Show, one of the UK's premier agricultural events, which prides itself on its position as a leading showcase for the industry. The last five years have been amongst the most exciting in its 172-year history with preparations underway for the opening of the Society's £5.1m Regional Agricultural Centre. The Centre will not only be its headquarters but also a focus for excellence for the farming and food industry. Part of the building will be a regional food shop and café, with many of its suppliers drawn from the local food producers, and there are offices which will be used by other rural linked businesses.



Simon Theakston, Chairman of the Yorkshire Agricultural Society, with Sir Ken Morrison at home with his cattle.