



# THE OXFORD FARMING CONFERENCE

Jack Hamilton Presentation

## 1. Introduction

I am here to talk about why we should all be thinking about exporting.

## 2. Why Export?

UK food culture – the most innovative food retail market in the world.

Good for healthy business.

Creates confidence.

Great PR – the press are looking for positive stories – especially food. Not all doom and gloom in the agri-food world.

UK = £18bn in food and drink exports

19% of t/o of the food manufacturing industry is export – much smaller than most other manufacturing industries

Food industry employs 1 in 8 in the UK

1 in 5 in Northern Ireland

We have capacity

We have opportunities

We need ambition

## 3. What we do at Mash Direct

Company origins and the growth path towards exporting

## 4. Journey to Export

Regional to international

Importance of trade shows

It is possible without planning but not recommended

## 5. Getting there

- Back yourself – (we sell pre-packed chilled mashed potato in the UAE)
  - Power of brand Britain
  - The importance of the UK major retailers – the drive to innovate
- Be agile
  - Agility is a key strength of food in the UK
  - Local tastes

- Packaging formats
- Stickers

## **6. Emphasise heritage**

- a. Family stories – our history is one of our key brand assets in the UK
- b. Trust – accreditations are trusted

## **7. Staying out there**

- a. Be Selective
  - i. Time wasters
  - ii. Time difference
  - iii. Volumes
  - iv. Route to market
  - v. Marketing support
- b. Digital Marketing
  - i. Low budget but high impact – we have over 1,500 followers in UAE
  - ii. See which messaging works
- c. Enter Awards
  - i. Most don't need much translation and communicate all of the messages efficiently to both the retailers and the consumers

## **8. What Can We Do Better?**

Farmers recognise that the best way to compete in a global market is to work together  
We have every model of retailer (US, UK, German) and an ongoing price war so we must  
have the most agile supply base in the world  
Bord Bia example