



Seasonal Berries 2015

Michael Velasco

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Empresa y Estructura



- Creada en 1992
- Es la asociacion y la voz del RU del sector berries de todas las procedencias
- Socios y Asociados representan el 95% de todos los berries vendidos por supermercados en RU
- La tarifa para Socio Voluntario, basada en la facturacion total de berries (Local e Importado), tiene un costo actual de £510 por cada £1 million de ventas
- Ingreso anual = £330,000; Reservas = £150,000





Objetivos



1. Financiar y dirigir la campaña de todo el año de Seasonal Berries

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dirigir la campaña de todo el año de Seasonal Berries



1. Financiar y dirigir la campaña de todo el año de Seasonal Berries
2. Recopilar y distribuir, exclusivamente a socios, datos de ventas y las previsiones de próximas cosechas



Recopilar y distribuir exclusivamente a socios datos de ventas y las previsiones de proximas cosechas

		2013 Actual Sales					
		Week 26 24/06/2013	Week 27 01/07/2013	24/06/13 & 01/07/13 Total	25/06/12 & 02/07/12 Total	2013 Year to Date	2012 Year to Date
Strawberries	ALDI	38	44	82		320	
	ASDA	357.94	413.74	771.68	574.41	1712.03	2530.51
	THE CO-OPERATIVE	616.99	381.67	998.66	634.57	1872.97	2020.23
	J SAINSBURY	487.98	502.84	990.82	1016.51	2217.18	3726.26
	LIDL						
	MARKS & SPENCER	400.20	361.95	762.15	638.02	2176.64	2419.71
	MORRISONS	207.41	158.34	365.75	122.35	1152.23	650.68
	TESCO	1368.00	1297.55	2665.55	2008.50	6477.91	7772.31
	WAITROSE	384.34	339.09	723.43	459.33	2229.53	2248.73
	OTHER	590.74	189.43	780.17	354.00	1524.27	884.36
	Total	4451.19	3688.61	8139.80	5807.69	19683.07	22252.79

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2. Recopilar y distribuir, exclusivamente a socios, datos de ventas y las previsiones de próximas cosechas
3. Ser la voz, representando el sector





Laurence Olins on Sky News, May 2014, speaking about the bumper strawberry season upcoming



Telegraph.co.uk

According to British Summer Fruits, the industry body, this year's crop will be sweeter and juicier than normal.

Chairman Laurence Olins said: "Strawberries are a British staple of the early summer season.

"It may have been a later start to the British strawberry season, but there will be a good supply of British strawberries for everyone to enjoy."



Laurence Olins on Channel 5 News, October 2014, speaking at the end of the bumper 2014 season



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4. Actuar como el cuerpo de lobbying hacia DEFRA / Home Office / FSA / NFU/Comunidades & Gobierno Local

Cuerpo de Lobbying a DEFRA/ Home Office/ FSA/ NFU/ Communities and Local Government



Polytunnels planning



Water



Harvesting staff



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5. Realizar estudio estratégico de mercado y degustaciones





**UNIVERSITY
OF LONDON**



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5. Realizar estudio estratégico de mercado y degustaciones
6. Gestión de Crisis para el sector

- Ofrece policita de adaptacion y preparacion contra desastres en conjunto con el estado
- Informando a productores por medio de campanas de alto perfil (Drosophila Suzikii)
- Realizando reuniones con media del sector
- Desarrollar contenido reactivo y proactivo



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7. Colaborar con exportadores extranjeros





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6. Gestion de Crisis para el sector
7. Colaborar con exportadores extranjeros
8. Mantener relacion proactiva con todas las principales cadenas de supermercado



Mantener y Construir Relacion con Principales Cadenas



MARKS &
SPENCER



Waitrose

The **co-operative**



Invierno 2014/15
PR Repaso



	2014- 2015
Reach	62, 718,188
PR value	£3, 500, 603
Publications	489 hits: 28 national newspapers 47 consumer magazines 124 regional 267 online 23 trade
Social media	Twitter followers: 4,152 Facebook likes: 44,774

ROI 30:1



Seasonal Berries #SnackSmart Cubertura de Lanzamiento



Want to shed a stone over a year without doing any exercise? Just eat a handful of berries every day

- Those in the study replaced sugary afternoon snack with berries
- This led to them consuming 134 fewer calories at the next meal
- This could lead to 11lb weight loss a month, without doing any exercise

By ANNA HODGKISS FOR MAILONLINE
PUBLISHED: 11:32, 9 February 2015 | UPDATED: 11:34, 9 February 2015

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Simply swapping a chocolate bar or packet of sweets for a handful of berries as an afternoon snack can lead to nearly a stone of weight loss over a year.

Researchers found that people who snacked on the fruits ate fewer calories at their next meal.

While 'super berries' such as acai and goji have been touted for their weight loss virtues, the scientists in this study looked at the effects of strawberries, raspberries, blackberries and blueberries.



Simple swap: People who snacked on berries with the same energy content of their usual sugary snack - such as a bar of chocolate or sweets - ate 134 fewer calories at their next meal

Loughborough University researchers found people who snacked on berries with the same energy content of the sugary snack ate 134 fewer calories.

Without doing any exercise, this could lead to 11lb of weight loss a month.

It would also boost the number of people achieving the recommended fruit and veg intake of five portions a day, with only 30 per cent of Britons achieving this.

The study was commissioned by Seasonal Berries, which represents the soft fruit industry.

Dr Lewis James, from the School of Sport, Exercise and Health Sciences at Loughborough University, said: 'Our research shows an afternoon snack of mixed berries decreases energy intake at dinner.

'It's a simple method that might help people control and lose weight.

'There are a number of potential health benefits of consuming berries, but this is the first time that consuming them as a snack has been shown to reduce how much people eat during the next meal of the day.'

Berries are best for fighting the flab

Did you know that the secret to beating the flab, suppressing your cravings and boosting your health can be found in a handful of seasonal-rich berries?

If you're having something for a treat to add to your evening meal, why not swap it for a handful of berries and avoid the guilt of indulging in a sugary treat?

Research shows that people who eat a handful of berries as a snack are less likely to eat more at their next meal.

'If you're having something for a treat to add to your evening meal, why not swap it for a handful of berries and avoid the guilt of indulging in a sugary treat?'

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'If you're having something for a treat to add to your evening meal, why not swap it for a handful of berries and avoid the guilt of indulging in a sugary treat?'

With some altered milk, a dollop of honey and a splash of lemon juice, it's the perfect way to enjoy your berries.

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TRY IT, DITCH IT, SWITCH IT

We digest the health news of the week and deliver a quick prescription

TRY IT

TAKE UP MEDITATION. It may slow down the loss of the brain's grey matter, where learning takes place and memories are stored, say researchers at the University of California. People who have meditated for years showed less decline in grey matter - mental exercise may make grey matter denser.

DITCH IT

DON'T distract a screaming child by handing them your iPad to play with. In the long term, it may stunt their emotional development because it could stop them learning how to manage their own feelings, according to commentary in the Journal Pediatrics.

SWITCH IT

SWAP sweets for berries. People who snacked on a handful of berries ate 20 per cent less food at their next meal than those given jelly babies with the same calories. A study at Loughborough University found - possibly because you can eat more berries for the same calories.

Snacking on berries instead of sweets drastically reduces calorie intake at next meal

Loughborough University researchers claim the change could see you lose up to a stone in a year

UK CALLING

New rules are in to make the cut before you diet

Recommended to you

Improve your sleep

When you eat berries instead of sweets/chocolate...

The cumulative effect of the reduced calories could help people lose the extra pounds without them having to make an effort, or even noticing.

When you eat berries instead of sweets/chocolate...

The four-month trial involving 12 participants who after a berry snack were told to eat a pasta dinner until they were 'comfortably full and satisfied'.

Dr James estimated that people switching from an afternoon confectionary snack to mixed berries might expect to reduce their energy intake by 134 calories a week on average.

Given that 3500 calories is equivalent to around 11lb, this reduction in daily energy intake would probably produce a loss of approximately 11lb of body fat a month, nearly a stone in a year.

Laurence Dine of Seasonal Berries - Britain's soft fruit growers body - welcomed the study, said: 'Treat of us here and to lose weight by following the next berries, but they offer a simple and easy way to lose weight.

'This study shows that by giving up just one snack and replacing it with a handful of delicious berries, we could shed up to a stone in a year.

'It would challenge anyone to give it a try and see how they feel in a month's time. There's no promising miracle but I'm sure you'll be surprised by the results.'

Shed a stone on berry diet

SWAPPING a chocolate bar for a handful of berries could lose you nearly a stone in a year - without extra exercise

People who snacked on berries with the same energy value as sweets ate 134 calories less at their next meal.

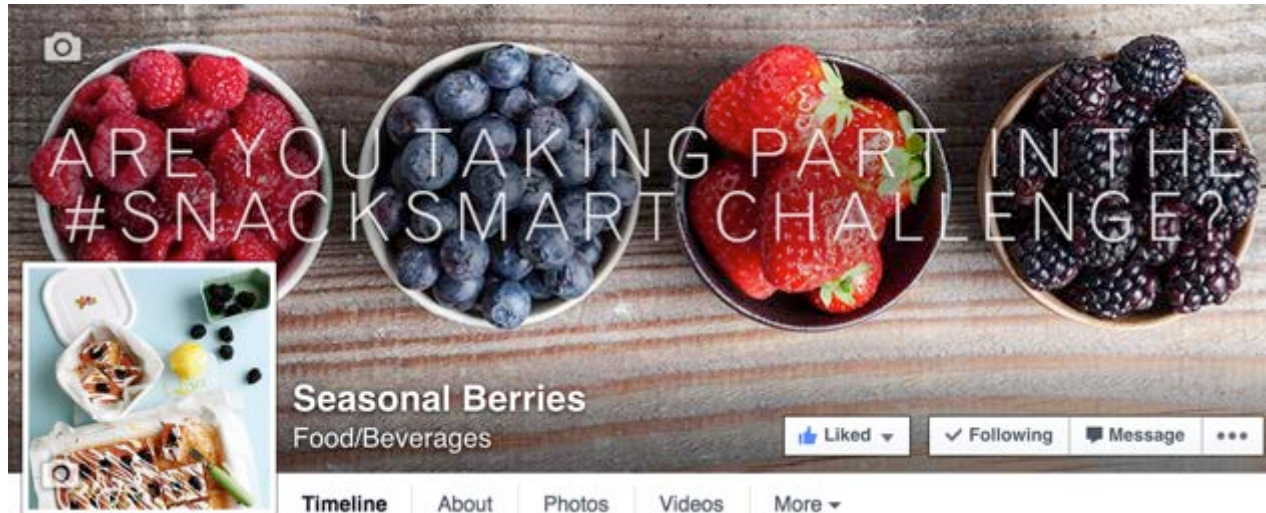
Dr Lewis James, of Loughborough University, said: 'It's a simple method that might help people lose weight.'

THE FLAT-STOMACH SOLUTION

These berries could be the key to losing the final pounds - a new study shows eating a little bowl of berries can help us eat less at dinner as the low glycaemic properties keep blood sugar levels stable. After a week, they'll weigh over 1000 fewer calories. If you need a bit of extra kick, add a few almonds - also great for balancing your blood sugar.



#SnackSmart: Creando conversaciones Online



Invierno Tactico: Seasonal Berries Contenido de Recetas

Baking HEAVEN

101 UNMISSABLE RECIPES

25m! £500 worth of Sophie Conran's new kitchen range & textiles in one go

Crowd pleasers Discover bite-size treats that are made to share

INTERNATIONAL BAKES We travel the globe to discover the world's tastiest recipes

EXPLORE NEW FLAVOUR COMBINATIONS IN 2015! Cakes • Biscuits & Cookies • Perfect pastry • Puddings • Teatime treats

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Blueberry and yogurt American style pancakes

TOP TIP Start your day right with these quick morning pancakes that all the family can enjoy. They freeze well in a plastic bag.

Method

1. Mix the flour, cinnamon and bicarbonate of soda together in a bowl. Add the yogurt and eggs and whisk together until smooth. Then add the blueberries.
2. Heat a little oil in a large non-stick frying pan, wipe out the excess with a paper of kitchen towel and add the batter. Cook for 2 minutes. Flip and cook for a further 2 minutes. Repeat until all the batter is used.
3. Serve the pancakes with a dollop of yogurt and a drizzle of maple syrup or honey.

Ingredients

- 150g plain flour
- 150g Greek yogurt
- 2 eggs
- 1 tsp bicarbonate of soda
- 1 tsp cinnamon
- 100g blueberries
- 100g maple syrup or honey

Blackberry and goat's cheese tarts

TOP TIP If you have some raspberries or strawberries, use them too. It's a lovely twist on the classic.

Method

1. Preheat the oven to 200°C (400°F). Roll out the dough and cut into 12 circles. Place on a baking tray and bake for 10 minutes.
2. Meanwhile, mix the goat's cheese and blackberries in a bowl. Season with salt and pepper.
3. Place the filling on top of the tarts and bake for a further 10 minutes.

Ingredients

- 150g shortcrust pastry
- 150g goat's cheese
- 100g blackberries
- 100g raspberries or strawberries

LOVE BITES

These deliciously tempting treats might look like a labour of love but they're not as tricky as they seem and are sure to satisfy your heart's desire this Valentine's Day

JUST DESSERTS

CHOCOLATE & PISTACHIO BERRY PAVOVA

Method

1. Preheat the oven to 180°C (350°F). Roll out the dough and cut into 12 circles. Place on a baking tray and bake for 10 minutes.
2. Meanwhile, mix the chocolate and pistachios in a bowl. Season with salt and pepper.
3. Place the filling on top of the tarts and bake for a further 10 minutes.

Ingredients

- 150g shortcrust pastry
- 150g chocolate
- 100g pistachios
- 100g raspberries or strawberries

POACHED PEARS IN BLACKBERRY WINE

Method

1. Preheat the oven to 180°C (350°F). Roll out the dough and cut into 12 circles. Place on a baking tray and bake for 10 minutes.
2. Meanwhile, mix the blackberry wine and pears in a bowl. Season with salt and pepper.
3. Place the filling on top of the tarts and bake for a further 10 minutes.

Ingredients

- 150g shortcrust pastry
- 150g blackberry wine
- 100g pears
- 100g blackberries

IN THE KITCHEN

Food Director Jennifer Bellie shows her insider tips and cooking know-how

AMERICAN-STYLE BLUEBERRY PANCAKES

Method

1. Preheat the oven to 180°C (350°F). Roll out the dough and cut into 12 circles. Place on a baking tray and bake for 10 minutes.
2. Meanwhile, mix the blueberries and pancakes in a bowl. Season with salt and pepper.
3. Place the filling on top of the tarts and bake for a further 10 minutes.

Ingredients

- 150g shortcrust pastry
- 150g blueberries
- 100g pancakes
- 100g maple syrup or honey

Make it yourself...

grain-free paper, fill with baking beans and bake blind for 10 mins. Remove paper and beans and cook empty tarts for 5 mins.

TOP TIP Turn oven down to 150°C (300°F) and bake for a further 10 mins. This will ensure the tarts are cooked through and the filling is set.

Ingredients

- 150g shortcrust pastry
- 150g baking beans
- 100g grain-free paper
- 100g baking beans

Easy enter

See in the New Year with some full of speed and fruity flavours

chili strawberry jam

Method

1. Preheat the oven to 180°C (350°F). Roll out the dough and cut into 12 circles. Place on a baking tray and bake for 10 minutes.
2. Meanwhile, mix the chili and strawberries in a bowl. Season with salt and pepper.
3. Place the filling on top of the tarts and bake for a further 10 minutes.

Ingredients

- 150g shortcrust pastry
- 150g chili
- 100g strawberries
- 100g maple syrup or honey

HELLO!

Method

1. Preheat the oven to 180°C (350°F). Roll out the dough and cut into 12 circles. Place on a baking tray and bake for 10 minutes.
2. Meanwhile, mix the chocolate and pistachios in a bowl. Season with salt and pepper.
3. Place the filling on top of the tarts and bake for a further 10 minutes.

Ingredients

- 150g shortcrust pastry
- 150g chocolate
- 100g pistachios
- 100g raspberries or strawberries

Love it!

SOYA SMOOTHIE

Pop 200g of blackberries, 400ml of sweetened soya milk, a pinch of cinnamon and 1 tsp of honey into a food processor and whizz until nicely smooth. Pour into cold glasses and enjoy a delicious drink packed with micronutrients. Thanks to Seasonal Berries for the idea.

essentials

Seasonal Berries



Winter Tactical: Noticias con Gancho



Forget oysters, asparagus and avocado, it's aioli, chorizo, honey, and ice you want: The 10 surprising foods that will REALLY get him going in the bedroom

- First step to boosting low libido is to feed your biggest organ - the brain
- Foods will raise the levels of the feel-good neurotransmitter dopamine
- Most low-calorie against your skin for a tantalizing sensation

PUBLISHED: 10:10, 10 February 2015 | UPDATED: 14:10, 10 February 2015

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21 news

 25

If you want to get your partner in the mood on Valentine's Day, these ten foods could provide the answer.

While oysters, truffles, asparagus and avocado are common aphrodisiacs, there are some other more unusual ones here which promise to take the sparkle from the kitchen and into the bedroom.

And it's not just your taste buds which will be titillated as the first step to boosting your love life is to feed your biggest sexual organ - the brain.



Shutterstock. The eating some delicious wine wearing a sexy blindfold and handcuffs

Harley Street specialist Dr Chelsea Triggs said: "The biggest sexual organ is the brain, which produces the chemicals and hormones that trigger feelings of love and attraction, arousal and orgasm."

We need to make sure we're eating the right foods to ensure the production of these chemicals and hormones.

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21 news

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First, it's important to have a diet that boosts the levels of the neurotransmitter dopamine, released by the brain.

RECORD

WOMAN





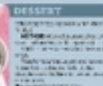












Why berries are the food of love

Diet doctor Chrissy tells what to cook to get up Valentine's Day

4 PAGES EVERY DAY BOOK A VALENTINE'S SPA DAY FOR £25 SEE PAGE 42

Don't forget the oysters. "The best food to get you in the mood is a handful of the likes Dr Chrissy. "They contain a number of nutrients and compounds which help to boost libido. Packed with vitamin E and zinc, oysters are a great source of zinc, which is essential for testosterone production."



But it's not just berries, digging from a chocolate apparently makes you feel better. "Chocolate is a natural aphrodisiac, and it's a great source of zinc, which is essential for testosterone production."

Dr Chrissy has come up with a one-day menu plan that's the perfect solution for a night in.

Breakfast
Pomegranate topped with blueberries, almonds and a drizzle of honey or golden syrup.

Lunch
Tartar and beef carpaccio with dash of fresh herbs for that extra kick. Followed by a blackberry and raspberry hot salad.

Dinner
How to: Add half a teaspoon of a rich, creamy, almond, coconut, or nut oil to your food. Being to the food, oysters and also for 4-6 minutes. They are healthy, and blueberries and almonds. Drizzle over a little honey or golden syrup.

Dessert
Pomegranate topped with blueberries, almonds and a drizzle of honey or golden syrup.

Dr Chrissy says that at least a little of us suffer from a diminished state of some point, and that's why it's important to have a diet that boosts the levels of the neurotransmitter dopamine, released by the brain.

We caught up with leading food psychologist Dr Chrissy Peggason, who has an MSc in Food Psychology, for tips on how to get your partner in the mood for a night in.

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Daily Record Reveal



10 foods to boost your sex life

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12 Lifestyle

FOOD & DRINK

HAVE A FRUITY VALENTINE'S







Ingredients

- 175g (6oz) soft butter
- 175g (6oz) caster sugar
- 150g (5oz) self-raising flour
- 25g (1oz) cocoa powder
- 100g (3 1/2oz) dark chocolate, melted
- 100g (3 1/2oz) raspberries
- 100g (3 1/2oz) strawberries
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Method

1. Preheat the oven to 180C/350F/Gas Mark 4.
2. Grease the base and sides of a 20 x 30cm (8 x 12 inch) Swiss roll tin or roasting tin with the butter.
3. Add the butter and sugar to the bowl of an electric mixer or hand blender, beat in the flour, cocoa and baking powder. Beat until smooth.
4. Spoon the cake mixture into the tin and spread out on even layer. Bake for 15-18 minutes until the cake springs back when lightly pressed in the centre of the tin with fingertips. Leave to cool for 15 minutes then loosen the edges and turn out on to a wire rack.
5. When cold, peel off the lining paper and cut the cake into three strips, with the two outer strips going one way and the centre one pointing the other. Draw a large heart in one of the strips that is about 14 x 20 cm (5 1/2 x 8 inches) then cut out, and use this as a template to cut two more hearts from the other strips.
6. Lay the templates on the cake and cut around these with a small sharp knife. Check the shapes are the same by stacking the cakes one on top of the other and trimming a little off the sides if needed. Then separate the cakes once more.
7. Spread the raspberry mixture evenly over all three cake layers. Arrange in a single row of raspberries around the edge of one of the cakes, then continue the red and orange with the sliced strawberries over the other two layers.
8. Carefully stack the cakes together on a prepared plate. If you have one with the raspberry mixture, place it on top of the other two cakes.

Serve: 8 slices

Serve: 8 slices

Berry special Valentine's cake



TIP TIP
There's no need to buy a special cake tin to make this extra special cake, a large Swiss roll tin or roasting tin will work fine with a homemade paper template.

- Ingredients**
- 175g (6oz) soft butter
 - 175g (6oz) caster sugar
 - 150g (5oz) self-raising flour
 - 25g (1oz) cocoa powder
 - 100g (3 1/2oz) dark chocolate, melted
 - 100g (3 1/2oz) raspberries
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Yours



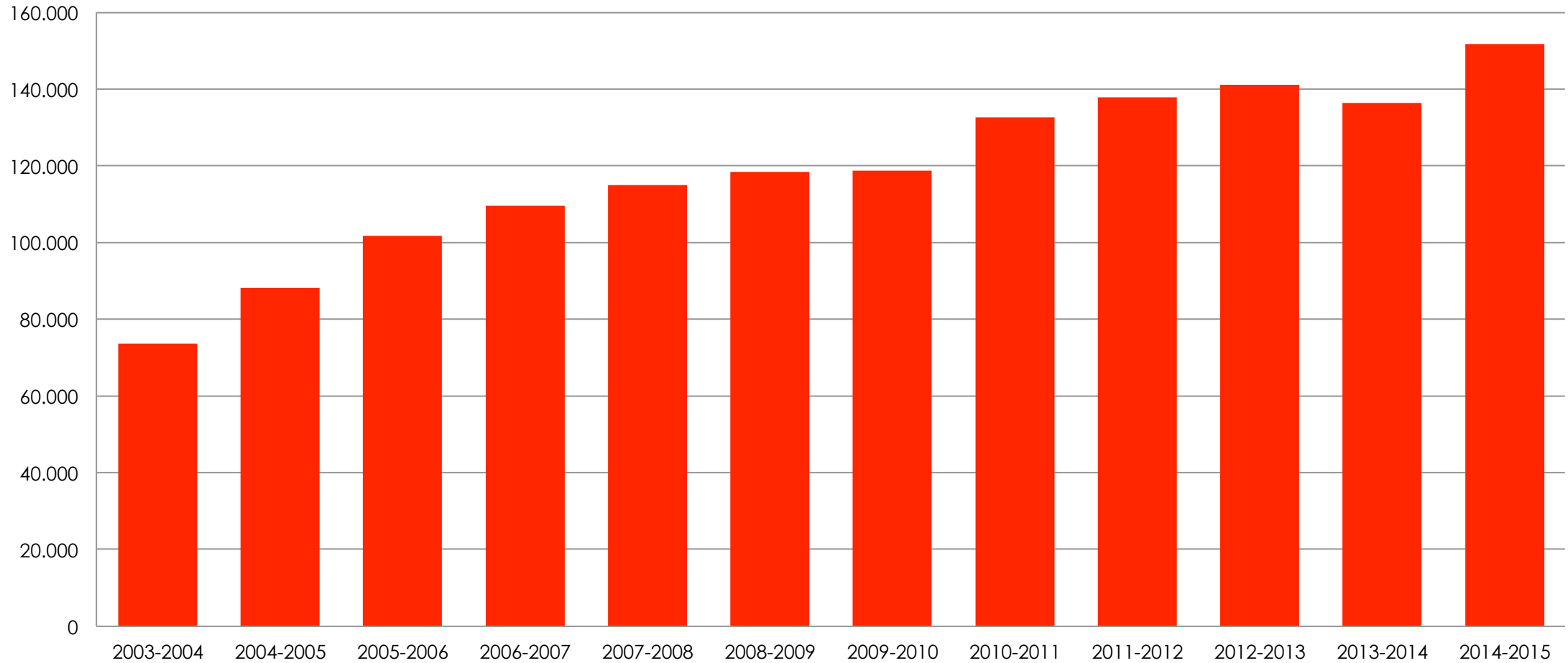
Daily Mail



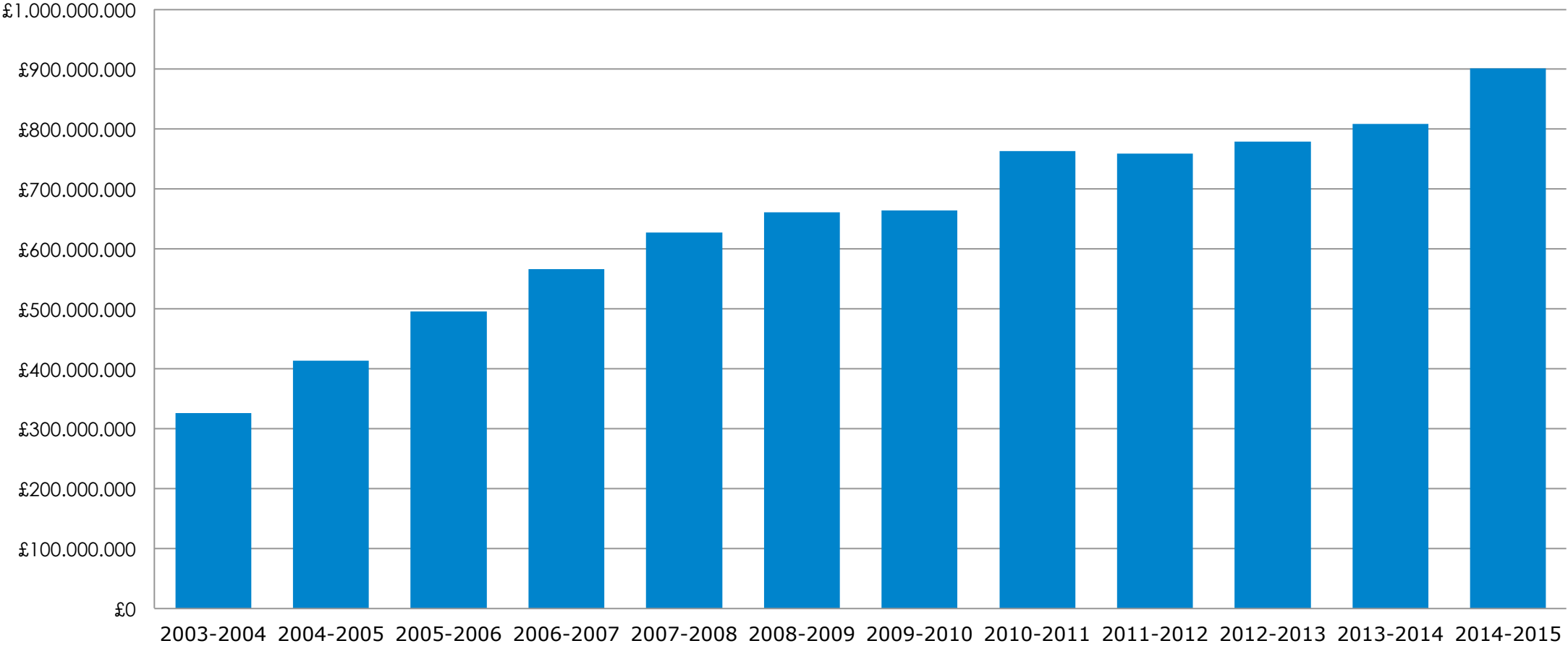
Category Actualizado



Volumen del Mercado de Berries Alcanza 151,723 (tonnes)



La Venta de Berries Alcanza £902,000,000



- Berries es de las categorías con mayor crecimiento mostrando un incremento del 12% en volúmen en este año pasado
- Penetración de mercado para berries es de los mas altos en frutas. Frambuesas y Arrandanos estan al 35% con Fresas al 76%
- £1 de cada £5 se gasta en berries

- Incremento de hectarias de invernaderos con calefacción debido al reducido costo de energía de biomasa
- La campañas del RU y Holanda se están alargando
- Incremento de producción en países como Marruecos, Italia y Túnez
- España está tomando muy poca acción excepto el de competir con precios

PR Oportunidades



- Con una inversión de unos £35k, PR podría incluir un embajador Chef para la creación de recetas y actividad en prensa

**Ambajador
Entrevistas con la Media**



**Ambassador
recetas**



Oficina de Prensa

MailOnline

The Daily Telegraph

Yours

**BBC
GoodFood**





- Inversion de aproximadamente £100k podría entregar una campaña que incorpore investigación, un embajador y actividad de oficina de prensa

