

The Grocer

Dairymen 2016

Focus On: Butters, Spreads & Margarine by Natalie Brown (natalie_brown@live.co.uk)

Publication date: 17 September
Copy deadline: 12 August
Submissions deadline: 24 July

The Story

As The Grocer reported in June, the retail value of this sector is melting away fast following massive price cuts on own label and the rationalisation of branded ranges. So which retailers have driven own label's volume growth in butters & spreads? How have own label lines evolved in the past year? Which brands have suffered - and benefitted - from range rationalisation? And what do slumping butter prices mean for dairy farmers?

Supermarket strategies: Morrisons has proposed extending its 'for Farmers' range to butter, but what are other retailers doing when it comes to improving returns to British farmers? What are their sourcing policies? How have they developed own-label ranges? How have pricing / promotional strategies changed?

Investment: How have the major UK processors invested in capacity in butter? Who is supplying supermarket own-label ranges? Who uses only British cream and who uses imports? Does the UK still have a shortage in processing capacity for butter?

Exports vs imports: What has happened to butter exports over the past year? And ditto imports? Do investments in capacity mean the balance is improving? Where are the biggest export markets for butter? Where is there potential to increase exports in the future? How important is butter to the UK's dairy export strategy?

Innovation: How are supermarkets and processors innovating to boost sales of butter? Is dairy-free innovation threatening butter sales?

Prices: What is happening with wholesale butter prices? Are we likely to see butter prices fall further this year? What impact could this have on retail sales?