



John Gray, Commercial Director



Angus Soft Fruits Ltd

- Family owned & managed soft fruit marketing company
- Represent interests of 600+ growers worldwide
- Supply soft fruit to Tesco, Sainsburys, Asda, The Co-operative & Morrisons
- Annual turnover £70 million
- 15% share of UK soft fruit market



UK production

- Represent 20 Scottish & 6 English growers
- Transparent, commission-based selling model
- Comprehensive technical support – agronomy & quality assurance
- Benefits of extensive R&D with first-to-market track record

Import production

- Complements UK production
- Spain, Holland, Middle East, Central & South America
- Strong, sustainable partnerships with like-minded grower-focussed businesses worldwide

The UK soft fruit market – challenging times

	year-on-year growth %		
	£ 08 vs 07	£ 09 vs 08	£/kg 09 vs 08
Total soft fruit	3%	11%	
Strawberries	-3%	7%	-7%
Raspberries	7%	11%	0%
Blackberries	53%	23%	3%
Blueberries	29%	33%	4%

- Still growth but signs of retail deflation
- Concern given continuing pressure on grower returns

Strategies

- Improve efficiencies
- New markets
 - Alternative outlets
 - Processing/ added value
 - export
- Differentiation
 - Varietal development
 - New products