



## UK Vining Pea Industry Conference Announced – Save the date!

The UK's first Vining Pea Industry Conference will be held at PGRO Thornhaugh on the 11th November 2015. The first of several keynote speakers will be Brian Young of the British Frozen Food Federation and updates will include the Hatch Communications team who run the 'Yes Peas!' Campaign, the latest results from research work at PGRO, and much more.

The event will be hosted by PGRO, Horticultural Development Company (HDC), and the British Growers Association and will include a range of invited speakers covering topics from promotion and marketing to industry overviews and the latest outputs from research and knowledge transfer, giving delegates a unique insight into the market and possibilities for the future. The programme will start late morning with lunch provided, and in the afternoon a number of sessions will cover what's happening in Europe and the UK 2015 season.

Roger Vickers, Chief Executive of PGRO said "It is recognised by everyone that a single well focussed day would enable us to deliver high quality information to our sector in the most time efficient fashion."

Dawn Teverson, Legume Knowledge Transfer manager at HDC says "It's exciting to collaborate with PGRO and British Growers for this event dedicated to the Pea industry and we look forward to expanding the event in future years to deliver more for growers."

Please put the date in your diary. Those of you involved in the Legumes panel will have a meeting the same day before the conference starts so we can make the most efficient use of the day.

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### Changes at Birds Eye Iglo from the owners to the freezing company.

Nomad Foods became the new owners of Birds Eye, buying the company from Permira for €2.6bn. The change in ownership is not a great surprise but the buyer was. The company, Nomad Foods, has been established to acquire food businesses and the current economic and exchange rate climate made the proposition from the US very attractive to the investors. Very shortly afterwards XPO Logistics announced that it had bought Norbert Dentrasengle (ND), who own the Hull freezing factory, for €3.24bn. ND are primarily a logistics company with offices and depots around the world for their contract logistics. There are no indications that the new group are planning any changes at the Hull or Lowestoft sites.

### CONTACT US

BGA House, Nottingham Road, Louth, Lincolnshire, LN11 0WB

Tel: 01507 602427 / @britishgrowers / tim.mudge@britishgrowers.org

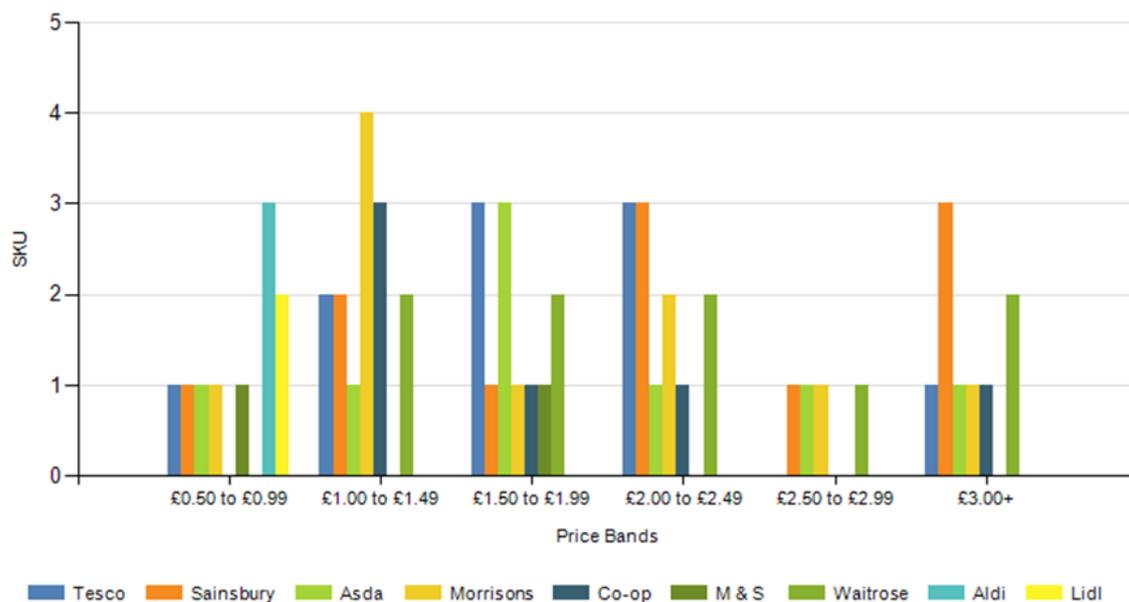
## Supermarket Snapshot

Stock Keeping Units (SKU's) are the individual packs of produce, in this case frozen peas and petits pois, that each supermarket stocks.

### SKU's per price band for peas and petits pois

13 week average to the 11<sup>th</sup> May 2015

Average SKUS Per Price Band in Frozen Peas



|                | Tesco | Sainsbury | Asda | Morri-<br>sons | Co-op | M & S | Waitrose | Aldi | Lidl |
|----------------|-------|-----------|------|----------------|-------|-------|----------|------|------|
| £0.50 to £0.99 | 1     | 1         | 1    | 1              |       | 2     |          | 3    | 2    |
| £1.00 to £1.49 | 3     | 2         | 2    | 5              | 4     |       | 2        |      |      |
| £1.50 to £1.99 | 3     | 2         | 3    | 1              | 1     | 2     | 3        |      |      |
| £2.00 to £2.49 | 4     | 4         | 2    | 3              | 2     |       | 2        |      |      |
| £2.50 to £2.99 |       | 1         | 1    | 1              |       |       | 1        |      |      |
| £3.00+         | 1     | 3         | 2    | 2              | 1     |       | 3        |      |      |

This chart shows where each supermarket is placing itself on its price offer for packs. The big four are trying to be “all things to all men” by have a range of prices from the Value packs below £1 through to packs at £3 plus. Waitrose and M&S are slightly at odds with each other. Waitrose have nothing under £1 and a range through each price ban thereafter, but M&S only have two packs between £1.50 and £1.99, but their other peas are both below £1. Aldi and Lidl do what they always do. Average five packs between them, all below a £1.00. This chart includes own label and branded pea packs and also frozen mushy peas.

This chart is derived from the data collected through the British Growers subsidiary ProduceView

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## Are Frozen Vegetables the answer to the food waste issue? PROFEL Conference April 2015

Last month I attended a conference in Brussels organised by PROFEL, European Food Processing Organisation, on the subject of reducing food waste. There were eight presentations and two Q&A sessions. The audience were mainly senior management and owners of food freezers, canners and bottling companies. The speakers came from Belgium, France, UK, Spain and Holland.

The PROFEL president Jean-Bernard Bonduelle opened the event with a presentation on the areas of the supply chain where PROFEL saw that there were issues. Their view, and one shared by others, was that the main area of waste lies with the consumer. We then heard from Anthony Bennett on the FAO Global Initiative on food losses and waste. This was slightly outside of the sphere of influence of the audience as there was a lot of focus on waste in developing countries, where many have no electricity let alone freezers. However it did give a good example of having to break cultural practices. A village in Africa had a very wasteful way of grinding down cassava. The women used heavy wooden sticks to crush them. The FAO Global Initiative provided a machine to save them this work however when they returned, the machine, still functioning, was not being used. The women said that the work they did was their only chance to socialise. Therefore they continued with the wasteful practice, as it was breaking up their social traditional practices. This example was later used as an analogy of the traditional way consumers in developed countries find it difficult to break their buying habits. However we have seen this changed in the UK with the rise in the popularity of discounters in the past five years.

The next presentation was from Baroness Scott from the House of Lords. She had led an investigation in counting the cost of food waste which was published last year. They seemed to spend an inordinate amount of time actually defining food waste, as there seemed to be a lot of vested interests on the committee. The final report was, apparently, well received as it was referred to by other speakers later in the session.



The last presentation in the first session was from DG SANCO focusing on innovation and sustainability. Whilst the audience was from the processing sector, a lot of the work seems to be focused on the chilled and fresh categories of all foods (veg, fruit, meat, cheese etc.). This caused a degree of frustration amongst the audience who seemed to be very keen to see how they could benefit and promote their products to consumers to help reduce waste.



The second session started with Peter Hajipieris Director of Corporate Responsibility at Igloo Foods. FoodDrinkEurope then looked at the waste issue, but a lot of what they said was covered in the first session and the Igloo data. Eurocommerce then gave a presentation on what their members are doing about waste and reaffirmed the commitment by retailers to reduce waste. Many speakers referred to the supermarket buying methods and pressure on suppliers to over supply as under supplying was so punishing. Whilst they said that they were addressing this there was a fair degree of scepticism from the audience. Sell by, Use by and Best Before dates were also put up as reasons for waste. There are cultural interpretations of dates. Some think that if it is use by 2nd then it can be consumed on that day, but others would say it expires at midnight on the 1st. PROFEL had commissioned some work, which is still ongoing, from Wageningen University. The interim results were presented but there still seems to be some way to go. The initial results confirm that the supply chain is pretty efficient, with little waste from field to factory but more from factory to packets and the bulk in the home. Dr Wade Martindale from Sheffield Hallam University talked about a project that they had carried out which showed that homes who used frozen instead of fresh, waste 47% less than those who use chilled/ambient foods. This went down well. But less well received was the notion that consumers should freeze food that they had left over which was not so popular.

Finally Neil Barrett of Sodexo spoke about an initiative they had started with several suppliers (including Ardo and Igloo) on tackling waste on food eaten outside of the home. This was more than just food banks for the homeless etc. but looking at efficiencies in the supply and delivery chains. The conference over ran by about 45 minutes so the Q&A session was a little brief.

**Tim Mudge, May 2015**

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## HDC— Research Update

Project FV 436 aims to provide growers and the UK seed breeding industry with information about downy mildew race structure, geographic spread in the UK and varietal tolerance to those races.

Pea downy mildew is a major disease of both vining and combining peas in the UK. Early infection can kill plants, while later infections cause losses firstly by reducing the growth of plants through lesions on the stem, leaves and stipules, and later by spreading into the pods where it directly affects the quality of the developing seeds inside (Figure 1). Infected plants have reduced photosynthetic area which results in yield reduction of up to 55% in the UK and poor produce quality.

Primary infection, caused by soil-borne oospores, can be suppressed by the use of the Wakil XL seed treatment and crop rotation (one year in five), but secondary infection from airborne spores cannot be controlled by these methods. Disease tolerance is present in some varieties, but the pathogen's race structure causes this tolerance to be variable. Downy mildew produces large quantities of airborne spores and is able to evolve very quickly, resulting in the development of different populations with subtle genetic differences. This constantly changing population can result in the development of new virulent races that are able to cause severe infections in varieties that were previously tolerant or only mildly susceptible.

This project aims to study the current genetic diversity of UK pea downy mildew populations by sampling the disease across a range of different regions, and review the literature and past work on downy mildew in the UK, to inform and help shape future actions undertaken within this project and in the future. One year into the project and a significant amount of historical literature has been identified. Work in the 1970-80's predates the advent of molecular markers, so there is considerable scope to re-visit and re-examine the various sources of earlier resistant germplasm and characterise them further.

Information from the project will be passed on to pea breeders to help in their selection and breeding programmes. The long-term benefit of the study will become available to growers in the development of varieties with improved disease tolerance.

Researchers at PGRO need to collect pea material infected with downy mildew from pea production areas in the UK, and to do this, researchers need YOUR HELP. To ensure the pea downy mildew in your area is represented, please send infected plant material to PGRO. Place leaves in an open plastic bag with grid reference or nearest postcode to the field, date, variety, seed treatment and rotation. Sample and post at the beginning of the week and send to: Keith Poulson, PGRO, The Research Station, Great North Road, Thornhaugh, Peterborough, PE8 6HJ. If you need a pre-paid envelope contact PGRO on 01780 782585.

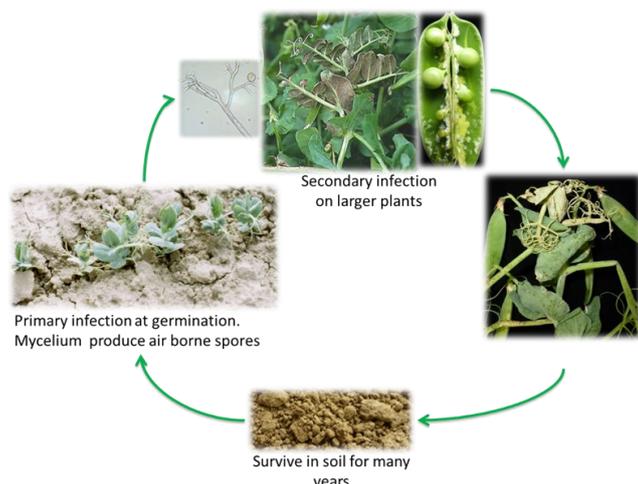


Figure 1. The life cycle of pea downy mildew.



**Dawn M Teverson,**  
**Research and Knowledge Transfer Manager,**  
**HDC May 2015.**

### BASIS Points

You may claim 2 BASIS CPD points for reading the Pea & Bean Newsletter annually (1st June 2015—31st May 2016) The BASIS Reference number is CP/43947/1516/g Email [robert@basis-reg.co.uk](mailto:robert@basis-reg.co.uk)