

## **FACTSHEET No. 2**

# **THE FEDERATION OF BAKERS**

**The Federation of Bakers** is the trade association representing all the leading bakeries in the United Kingdom, a £3 billion industry producing 80% of the nation's bread.

The Federation was formed in 1942 in response to a need for an organisation to deal exclusively with issues relating to the emerging large-scale bread baking industry. It currently has 10 companies in membership with a total of 55 bakeries.

Almost all plant bakeries are wholesale, supplying supermarkets and grocers shops or delivering bread to other bakeries and the Federation has over 95% of the industry in membership.

### ***Core Values***

The Federation of Bakers believes that it should seek to exceed our stakeholders expectations of the organisation, by:

- Pursuing best practice in everything we do
- Taking the lead in all issues relating to the bread industry
- Being a repository of knowledge about and for the bread industry
- Developing our people to their full potential.

What we do and how we do it will accord to our core values of:

- Excellence
- Professionalism
- Partnership.

### ***Our Philosophy***

The Federation of Bakers recognises that it can be most effective through an efficient use of its resources. This means that we work with those organisations best placed to make a difference on any particular issue to ensure their position coincides with ours but then to let them lobby to achieve the desired change where appropriate.

For example, UK industry-wide issues, such as employment legislation, we would work with the CBI; food industry-wide issues, such as nutrition labelling, we would work with the Food and Drink Federation (FDF). We would reserve to the FoB activity on those issues directly related to the bread industry, such as bread basket recovery or flour fortification, either in partnership with others or on our own.

Similarly we are able to focus our work on our core competencies by outsourcing much of the administrative management of the Federation to the FDF, such as our reception, building maintenance, finance and IT.

Our three key functions are:

### **Representation**

The Federation represents the interests of its members to make a real difference to their bottom lines. We represent those interests by:

- building the profile of the Federation as a dynamic forward thinking, professional and excellent organization
- generically promoting members products through creative PR using the positive and very powerful nutritional benefits of the nation's staple food
- sophisticated issues management to promote desired change and to defend against the undesired, and to position the Federation correctly in respect of all issues with which it is faced.

Examples of our work can be seen on our website at [www.bakersfederation.org.uk](http://www.bakersfederation.org.uk) Our PR and communication work comprises trade activity that sees us regularly featured in the media with important things to say on issues affecting the food industry, and consumer activity that communicates the positive aspects of bread. Our focus for this is British Bread Month each October. We also, through the Flour Advisory Bureau, communicate facts about the industry via an excellent educational website keyed directly to the National Curriculum ([www.flourandgrain.com](http://www.flourandgrain.com))

Issues that have occupied us recently include concern about acrylamide; salt; diet and health, and persistent below cost selling of bread by multiple retailers.

### **Value Added Services**

There are some very concrete things the Federation can and does provide better and cheaper than the members themselves:

- **Training.** Whenever the industry identifies a training need the Federation is able to deliver a cost effective solution. Most recently we have devised a course to explain the complex area of bread weights. In the past we have run courses on large-scale bread production, as well as a seminar on the dangers of and solutions to driver tiredness.
- **Health and Safety:** the Federation leads the baking industry in the promotion of high standards of health and safety. Our Health and Safety Committee is continually

developing a wide range of safety guidance notes on equipment, processes and management to make sure the working environment is safe for all our Members' employees. Members all operate a contractors' passport scheme.

- Statistics: the aggregation of detailed market data provided by our members gives them a source of information unobtainable by commercial data providers.

### **Interaction**

An often overlooked but very important function provided by trade associations is the ability to provide a neutral environment for industry representatives to get together to discuss the issues facing the industry.

### ***Key Areas of Work***

Key areas of work being undertaken by the Federation on behalf of its Members include:

- communication and lobbying on a wide range of legislation and technical and scientific issues covering food safety, ingredients, labelling, distribution and environmental matters.
- responding to a range of government and European Commission proposals for social legislation
- promoting good environmental practice in the plant baking industry
- producing guidance to promote high standards of health and safety in the baking industry
- maintaining a comprehensive website to provide information on Membership, the bread market, nutrition, careers in the baking industry, etc.
- developing and running a range of training courses with first class training providers to meet the needs of the plant baking industry
- producing and distributing a range of nutritional, educational and health and safety publications including the nutrition booklet ***Bread is good for you!*** and most recently, in collaboration with the [Flour Advisory Bureau](#), the ***Vitality Eating System***.
- collecting and publishing a wide range of industry statistics.

### ***Current Issues***

- **Diet and Health**

The Government's recent White Paper on public health spoke extensively about the need for the nation to improve its diet and take more exercise. Nutritional advice says we should eat more bread because of its fantastic nutritional profile, in particular fibre. Therefore the debate provides an opportunity for the industry to correct the myth that bread is fattening, when in fact it is a healthy food that can help

people lose weight as part of a low fat diet. This has been proved to be the only way to steadily lose the pounds and importantly to keep them lost. We work very closely with the Flour Advisory Bureau on this and similar nutritional issues. The main thrust of our work in this area has been to devise and disseminate the Vitality Eating System, endorsed by TV star Cat Deeley. This encourages people to eat a healthy balanced diet and ditch all the faddy diets that never work.

- **FSA consultation on 'signposting' and nutrition profiling**

Working with the millers' trade association Nabim, we are working to change the thinking on the FSA's proposed 'traffic light' signposting for foods. Whilst opposed to simple and therefore misleading indicators, if some form of scoring of foods is to be adopted then fibre needs to be taken into account as it is one of the key nutrients of which we as a nation do not eat enough.

- **Salt**

Federation members have consistently led the food industry in responding to the public health policy of reducing the average salt consumption of the population. Cuts in the 1980's and 2000 coupled with the latest 5% reduction achieved at the end of 2004 mean on average bread is a third less salty than it was. The industry remains committed to being helpful as long as consumers are not put off bread and the technological difficulties of salt reduction can be overcome.

- **Specified Quantities**

The Federation has recently responded to the Dti's consultation on specified/prescribed quantities/weights arguing that in the case of bread the current 400g and 800g weights should be maintained. However we have argued that two new weight loaves should be allowed at 600g and 1kg. These new loaves would provide additional choice for consumers but at the same continue to provide consumer protection from unscrupulous bakers or retailers who could make a loaf to look as big as a loaf of greater weight - the practice prescribed quantities were introduced to prevent in the first place.