









 % British Facings			
Retailer	Product	Sep 2017	Nov 2017	v Last Time	v Year ago
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	42%	46%	↑ 9%	↑ 17%
	Ham	57%	51%	↓ -11%	↑ 10%
	Sausage	93%	100%	↑ 7%	→ 0%
	Pork	39%	44%	↑ 15%	↑ 11%
	Bacon	27%	22%	↓ -18%	↑ 8%
	Ham	32%	36%	↑ 12%	↑ 35%
	Sausage	81%	77%	↓ -5%	↑ 4%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	34%	32%	↓ -7%	↓ -38%
	Ham	59%	58%	↓ -2%	↑ 13%
	Sausage	84%	79%	↓ -7%	↓ -9%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	100%	100%	→ 0%	↑ 37%
	Ham	99%	98%	↓ -1%	↑ 4%
	Sausage	92%	89%	↓ -3%	→ 1%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	43%	40%	↓ -7%	↓ -14%
	Ham	35%	37%	↑ 6%	↑ 16%
	Sausage	100%	100%	→ 0%	→ 0%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	100%	100%	→ 0%	→ 0%
	Ham	95%	97%	↑ 2%	↑ 3%
	Sausage	100%	100%	→ 0%	→ 0%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	54%	52%	↓ -5%	↓ -6%
	Ham	66%	64%	↓ -3%	↓ -2%
	Sausage	77%	78%	↑ 2%	↑ 2%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	44%	38%	↓ -13%	↑ 9%
	Ham	93%	95%	→ 1%	↓ 0%
	Sausage	89%	83%	↓ -7%	→ 0%
	Pork	60%	76%	↑ 27%	↑ 19%
	Bacon	31%	34%	↑ 9%	↓ -1%
	Ham	63%	62%	↓ -2%	↓ 0%
	Sausage	80%	86%	↑ 8%	↑ 10%
	Pork	100%	100%	→ 0%	→ 0%
	Bacon	100%	100%	→ 0%	→ 0%
	Ham	96%	95%	↓ -1%	↓ -3%
	Sausage	100%	100%	→ 0%	↑ 4%
Total Market	Pork	77%	80%	↑ 4%	↑ 2%
	Bacon	48%	45%	↓ -6%	↓ -2%
	Ham	64%	64%	→ 0%	↑ 3%
	Sausage	85%	85%	↓ -1%	↑ 4%