










 % British Facings				 % Red Tractor Facings			
Retailer	Product	Jul 2015	Sep 2015	v Last Time	v Year ago	Jul 2015	Sep 2015	v Last Time	v Year ago
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	48%	43%	↓ -10%	↑ 5%	33%	28%	↓ -14%	↓ -14%
	Ham	46%	45%	↓ -2%	↑ 97%	28%	24%	↓ -15%	↑ 39%
	Sausage	100%	100%	→ 0%	→ 0%	69%	70%	→ 1%	↑ 15%
	Pork	60%	58%	↓ -3%	↑ 2%	53%	51%	↓ -4%	↑ 7%
	Bacon	23%	23%	↓ -3%	↑ 9%	19%	19%	↓ -1%	↑ 12%
	Ham	31%	30%	↓ -3%	↓ -11%	15%	16%	↑ 8%	↓ -16%
	Sausage	75%	73%	↓ -2%	↓ -5%	58%	58%	→ 0%	↓ 0%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	↑ 23%
	Bacon	48%	49%	↑ 3%	↓ -12%	39%	31%	↓ -21%	↓ -23%
	Ham	45%	46%	↑ 3%	↑ 4%	25%	32%	↑ 28%	↓ -5%
	Sausage	80%	82%	↑ 3%	↑ 10%	64%	62%	↓ -4%	↑ 17%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	69%	68%	↓ -2%	↓ -11%	64%	65%	→ 1%	↓ -7%
	Ham	89%	98%	↑ 11%	↑ 7%	83%	87%	↑ 6%	↑ 9%
	Sausage	85%	82%	↓ -4%	↓ 0%	70%	68%	↓ -3%	→ 1%
	Pork	89%	100%	↑ 12%	↑ 5%	89%	100%	↑ 12%	↑ 10%
	Bacon	35%	26%	↓ -26%	↓ -38%	12%	16%	↑ 34%	↓ 0%
	Ham	34%	25%	↓ -26%	↓ -19%	0%	0%	n/a	n/a
	Sausage	78%	80%	↑ 3%	↑ 4%	54%	58%	↑ 8%	↓ -3%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Bacon	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Ham	98%	98%	→ 1%	→ 0%	0%	0%	n/a	n/a
	Sausage	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	55%	54%	↓ -2%	↓ -4%	14%	14%	↓ -1%	↓ -31%
	Ham	72%	68%	↓ -5%	↑ 5%	11%	10%	↓ -13%	↓ -33%
	Sausage	75%	76%	→ 1%	↓ -3%	51%	46%	↓ -9%	↓ -4%
	Pork	100%	100%	↓ 0%	↓ 0%	0%	0%	↓ -17%	n/a
	Bacon	44%	37%	↓ -17%	↓ -15%	0%	0%	↓ -68%	n/a
	Ham	95%	97%	↑ 2%	→ 0%	0%	0%	n/a	↓ -100%
	Sausage	86%	89%	↑ 3%	↓ -3%	4%	5%	↑ 32%	↑ 22%
	Pork	63%	63%	→ 0%	↓ -7%	57%	55%	↓ -2%	↓ -12%
	Bacon	42%	41%	↓ -3%	↓ -7%	26%	26%	↓ -2%	↓ -19%
	Ham	59%	60%	→ 1%	↑ 7%	20%	20%	↓ -2%	↓ -11%
	Sausage	83%	83%	→ 0%	↑ 5%	64%	67%	↑ 4%	↑ 8%
	Pork	100%	100%	→ 0%	→ 0%	93%	99%	↑ 6%	↑ 14%
	Bacon	100%	100%	→ 0%	→ 0%	87%	88%	→ 1%	→ 1%
	Ham	95%	97%	↑ 2%	↓ -1%	0%	0%	n/a	n/a
	Sausage	96%	95%	↓ 0%	↓ -3%	86%	85%	↓ -1%	↓ -1%
<b>Total Market</b>	Pork	82%	82%	→ 0%	↓ -1%	57%	55%	↓ -3%	↓ -3%
	Bacon	49%	46%	↓ -5%	↓ -4%	22%	22%	↓ -1%	↓ -3%
	Ham	67%	67%	→ 0%	↑ 3%	13%	13%	↓ -1%	↓ -37%
	Sausage	83%	83%	↓ 0%	→ 0%	48%	48%	↓ 0%	↑ 2%