










 % British Facings				 % Red Tractor Facings			
Retailer	Product	Nov 2015	Jan 2016	v Last Time	v Year ago	Nov 2015	Jan 2016	v Last Time	v Year ago
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	40%	39%	↓ -3%	↓ -6%	26%	24%	↓ -8%	↓ -25%
	Ham	47%	47%	↓ -1%	↑ 61%	22%	26%	↑ 20%	↑ 18%
	Sausage	100%	96%	↓ -4%	↓ -4%	71%	65%	↓ -8%	↑ 2%
	Pork	56%	59%	↑ 5%	↓ 0%	47%	52%	↑ 9%	↓ -2%
	Bacon	26%	27%	↑ 7%	↑ 44%	21%	21%	↓ -1%	↑ 22%
	Ham	28%	30%	↑ 8%	↓ -2%	15%	13%	↓ -11%	↓ -7%
	Sausage	75%	72%	↓ -4%	↓ -5%	57%	55%	↓ -4%	↓ -10%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	43%	40%	↓ -7%	↓ -15%	35%	30%	↓ -14%	↓ -11%
	Ham	48%	50%	↑ 3%	↑ 6%	37%	40%	↑ 9%	↑ 14%
	Sausage	81%	79%	↓ -3%	↓ 0%	61%	56%	↓ -9%	↓ -6%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	↑ 6%
	Bacon	67%	72%	↑ 7%	↓ -2%	57%	63%	↑ 10%	↓ -5%
	Ham	96%	95%	↓ -1%	↑ 3%	88%	89%	→ 1%	↑ 6%
	Sausage	84%	80%	↓ -5%	↓ -3%	71%	69%	↓ -2%	↑ 2%
	Pork	100%	100%	→ 0%	↑ 12%	100%	100%	→ 0%	↑ 12%
	Bacon	34%	30%	↓ -12%	↓ -17%	21%	13%	↓ -36%	→ 0%
	Ham	35%	39%	↑ 13%	↑ 63%	0%	0%	n/a	n/a
	Sausage	83%	82%	↓ -1%	↑ 6%	67%	59%	↓ -12%	→ 0%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Bacon	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Ham	98%	99%	→ 1%	→ 1%	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	54%	55%	↑ 2%	↑ 3%	10%	16%	↑ 65%	↑ 25%
	Ham	71%	71%	↓ 0%	↑ 7%	7%	8%	↑ 8%	↓ -41%
	Sausage	80%	76%	↓ -6%	↓ -4%	45%	49%	↑ 10%	↓ -2%
	Pork	100%	100%	↓ 0%	↓ 0%	0%	0%	n/a	n/a
	Bacon	36%	39%	↑ 10%	↑ 19%	0%	0%	n/a	n/a
	Ham	96%	96%	↓ 0%	→ 0%	0%	0%	n/a	n/a
	Sausage	89%	86%	↓ -3%	↓ -4%	5%	4%	↓ -20%	↑ 104%
	Pork	62%	64%	↑ 3%	↓ -3%	58%	56%	↓ -4%	↓ -7%
	Bacon	40%	42%	↑ 5%	↓ -5%	26%	26%	↓ -1%	↓ -14%
	Ham	58%	61%	↑ 6%	↑ 6%	19%	23%	↑ 16%	↑ 13%
	Sausage	81%	80%	↓ -1%	→ 0%	66%	63%	↓ -5%	↑ 5%
	Pork	100%	100%	→ 0%	→ 0%	96%	97%	→ 0%	↑ 5%
	Bacon	100%	100%	→ 0%	→ 0%	89%	89%	↓ 0%	→ 0%
	Ham	96%	97%	→ 0%	→ 1%	0%	0%	n/a	n/a
	Sausage	98%	95%	↓ -3%	↓ -3%	85%	80%	↓ -5%	↓ -9%
Total Market	Pork	81%	81%	→ 1%	↓ -2%	54%	56%	↑ 4%	→ 1%
	Bacon	47%	49%	↑ 5%	↑ 11%	22%	23%	↑ 6%	↑ 11%
	Ham	65%	66%	↑ 2%	↑ 3%	12%	12%	↑ 3%	↓ -11%
	Sausage	84%	81%	↓ -3%	↓ -2%	48%	47%	↓ -2%	→ 1%