











 % British Facings				 % Red Tractor Facings			
Retailer	Product	Sep 2018	Nov 2018	v Last Time	v Year ago	Sep 2018	Nov 2018	v Last Time	v Year ago
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	51%	53%	↑ 5%	↑ 16%	22%	25%	↑ 15%	↑ 12%
	Ham	53%	62%	↑ 18%	↑ 23%	33%	47%	↑ 41%	↑ 74%
	Sausage	98%	95%	↓ -2%	↓ -5%	87%	90%	↑ 3%	↑ 2%
	Pork	40%	41%	⇒ 1%	↓ -8%	34%	33%	↓ -4%	↓ -4%
	Bacon	30%	29%	↓ -5%	↑ 30%	21%	19%	↓ -11%	↑ 2%
	Ham	36%	35%	↓ -1%	↓ -3%	8%	9%	↑ 10%	↓ -30%
	Sausage	83%	80%	↓ -4%	↑ 3%	62%	60%	↓ -4%	↑ 8%
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	26%	32%	↑ 24%	↑ 2%	23%	18%	↓ -24%	↓ -25%
	Ham	57%	52%	↓ -9%	↓ -10%	40%	38%	↓ -4%	↓ -22%
	Sausage	74%	77%	↑ 5%	↓ -2%	47%	54%	↑ 15%	↓ -3%
	Pork	100%	100%	⇒ 0%	⇒ 0%	98%	98%	⇒ 0%	↓ 0%
	Bacon	100%	100%	⇒ 0%	⇒ 0%	95%	100%	↑ 6%	⇒ 0%
	Ham	97%	96%	↓ -1%	↓ -2%	92%	95%	↑ 3%	↓ -2%
	Sausage	93%	87%	↓ -7%	↓ -2%	77%	75%	↓ -3%	↑ 17%
	Pork	56%	61%	↑ 7%	n/a	13%	26%	↑ 97%	n/a
	Bacon	33%	14%	↓ -57%	n/a	12%	8%	↓ -34%	n/a
	Ham	34%	32%	↓ -6%	n/a	14%	18%	↑ 28%	n/a
	Sausage	67%	63%	↓ -7%	n/a	48%	41%	↓ -14%	n/a
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	37%	45%	↑ 24%	↑ 12%	16%	20%	↑ 26%	↑ 21%
	Ham	35%	32%	↓ -8%	↓ -12%	5%	7%	↑ 43%	↑ 56%
	Sausage	96%	90%	↓ -6%	↓ -10%	79%	76%	↓ -4%	↓ -20%
	Pork	100%	100%	⇒ 0%	⇒ 0%	0%	0%	n/a	n/a
	Bacon	100%	100%	⇒ 0%	⇒ 0%	0%	0%	n/a	n/a
	Ham	96%	96%	⇒ 0%	↓ -1%	0%	0%	n/a	n/a
	Sausage	100%	100%	⇒ 0%	⇒ 0%	0%	0%	n/a	n/a
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	91%	↓ -9%	↓ -9%
	Bacon	50%	53%	↑ 5%	↑ 2%	15%	16%	↑ 4%	↓ -36%
	Ham	59%	58%	↓ -1%	↓ -9%	0%	17%	↑ 4958%	↑ 122%
	Sausage	82%	80%	↓ -3%	↑ 2%	54%	57%	↑ 6%	⇒ 1%
	Pork	100%	100%	⇒ 0%	⇒ 0%	0%	0%	n/a	n/a
	Bacon	46%	45%	↓ -2%	↑ 17%	0%	0%	n/a	n/a
	Ham	94%	94%	↓ 0%	↓ -1%	0%	0%	↓ -100%	n/a
	Sausage	86%	85%	↓ -1%	↑ 3%	2%	1%	↓ -12%	↓ -10%
	Pork	61%	54%	↓ -11%	↓ -29%	57%	51%	↓ -10%	↓ -28%
	Bacon	42%	34%	↓ -19%	↑ 2%	27%	31%	↑ 14%	↑ 6%
	Ham	75%	66%	↓ -11%	↑ 8%	22%	20%	↓ -9%	↑ 8%
	Sausage	82%	80%	↓ -2%	↓ -7%	69%	70%	⇒ 1%	↑ 2%
	Pork	100%	100%	⇒ 0%	⇒ 0%	81%	82%	↑ 2%	↑ 5%
	Bacon	100%	100%	⇒ 0%	⇒ 0%	74%	71%	↓ -3%	↓ -6%
	Ham	97%	93%	↓ -4%	↓ -2%	0%	0%	n/a	n/a
	Sausage	100%	100%	↓ 0%	↓ 0%	70%	72%	↑ 3%	↑ 10%
<b>Total Market</b>	Pork	78%	76%	↓ -2%	↓ -5%	53%	50%	↓ -6%	↓ -8%
	Bacon	49%	48%	↓ -1%	↑ 7%	22%	23%	↑ 8%	↓ -2%
	Ham	66%	65%	↓ -1%	⇒ 0%	10%	13%	↑ 21%	↑ 2%
	Sausage	86%	84%	↓ -2%	↓ -1%	51%	51%	⇒ 0%	↑ 2%