










 % British Facings				 % Red Tractor Facings			
Retailer	Product	May 2015	Jul 2015	v Last Time	v Year ago	May 2015	Jul 2015	v Last Time	v Year ago
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	39%	48%	↑ 24%	↑ 17%	27%	33%	↑ 21%	↑ 3%
	Ham	39%	46%	↑ 20%	↑ 111%	23%	28%	↑ 20%	↑ 73%
	Sausage	100%	100%	→ 0%	→ 0%	70%	69%	↓ -2%	↑ 17%
	Pork	61%	60%	↓ -1%	↑ 6%	55%	53%	↓ -4%	↑ 8%
	Bacon	20%	23%	↑ 16%	↑ 17%	17%	19%	↑ 10%	↑ 19%
	Ham	26%	31%	↑ 18%	↓ -16%	13%	15%	↑ 17%	↓ -26%
	Sausage	70%	75%	↑ 7%	↓ -3%	57%	58%	→ 1%	↓ 0%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	↑ 15%
	Bacon	44%	48%	↑ 9%	↓ -20%	33%	39%	↑ 19%	↑ 5%
	Ham	46%	45%	↓ -2%	↓ -13%	37%	25%	↓ -31%	↓ -23%
	Sausage	80%	80%	↓ -1%	↑ 11%	61%	64%	↑ 5%	↑ 21%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	72%	69%	↓ -4%	↓ -10%	59%	64%	↑ 9%	↓ -11%
	Ham	98%	89%	↓ -9%	↓ -6%	87%	83%	↓ -5%	↑ 2%
	Sausage	83%	85%	↑ 2%	↑ 3%	67%	70%	↑ 4%	↑ 6%
	Pork	92%	89%	↓ -3%	↓ -3%	91%	89%	↓ -2%	→ 1%
	Bacon	29%	35%	↑ 22%	↓ -17%	12%	12%	↑ 2%	↓ -34%
	Ham	26%	34%	↑ 30%	↑ 13%	0%	0%	n/a	n/a
	Sausage	78%	78%	↓ 0%	↓ -1%	59%	54%	↓ -9%	↓ -12%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Bacon	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Ham	99%	98%	↓ -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%	→ 1%
	Bacon	57%	55%	↓ -4%	↓ -6%	10%	14%	↑ 45%	↓ -36%
	Ham	69%	72%	↑ 5%	↑ 11%	9%	11%	↑ 31%	↓ -23%
	Sausage	77%	75%	↓ -2%	↓ -8%	47%	51%	↑ 7%	↓ -1%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Bacon	39%	44%	↑ 12%	↑ 3%	0%	0%	n/a	n/a
	Ham	95%	95%	↓ 0%	↓ -3%	0%	0%	n/a	↓ -100%
	Sausage	89%	86%	↓ -3%	↓ -5%	2%	4%	↑ 71%	↓ -8%
	Pork	65%	63%	↓ -3%	↓ -9%	59%	57%	↓ -5%	↓ -9%
	Bacon	42%	42%	↓ -1%	↓ -3%	28%	26%	↓ -6%	↓ -12%
	Ham	56%	59%	↑ 5%	↑ 4%	20%	20%	↓ 0%	↓ -5%
	Sausage	82%	83%	→ 1%	↑ 5%	61%	64%	↑ 4%	↑ 3%
	Pork	100%	100%	→ 0%	→ 0%	96%	93%	↓ -2%	↑ 6%
	Bacon	100%	100%	→ 0%	→ 0%	93%	87%	↓ -6%	↓ -2%
	Ham	96%	95%	↓ -1%	↓ -3%	0%	0%	n/a	n/a
	Sausage	99%	96%	↓ -4%	↓ 0%	89%	86%	↓ -3%	↓ -1%
Total Market	Pork	84%	82%	↓ -2%	→ 0%	57%	57%	↓ 0%	↑ 4%
	Bacon	46%	49%	↑ 7%	→ 1%	20%	22%	↑ 14%	↓ -3%
	Ham	63%	67%	↑ 6%	↓ 0%	13%	13%	→ 0%	↓ -43%
	Sausage	82%	83%	→ 1%	↓ -1%	45%	48%	↑ 8%	↑ 3%