










 % British Facings				 % Red Tractor Facings			
Retailer	Product	Sep 2015	Nov 2015	v Last Time	v Year ago	Sep 2015	Nov 2015	v Last Time	v Year ago
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	43%	40%	↓ -8%	↓ -10%	28%	26%	↓ -9%	↓ -21%
	Ham	45%	47%	↑ 5%	↑ 64%	24%	22%	↓ -8%	↓ -6%
	Sausage	100%	100%	→ 0%	→ 0%	70%	71%	↑ 2%	↑ 15%
	Pork	58%	56%	↓ -4%	↓ -4%	51%	47%	↓ -7%	↓ -5%
	Bacon	23%	26%	↑ 12%	↑ 29%	19%	21%	↑ 11%	↑ 31%
	Ham	30%	28%	↓ -7%	↓ -15%	16%	15%	↓ -8%	↓ -8%
	Sausage	73%	75%	↑ 3%	↓ -1%	58%	57%	↓ -2%	↓ -4%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	↑ 23%
	Bacon	49%	43%	↓ -13%	↓ -23%	31%	35%	↑ 13%	↓ -13%
	Ham	46%	48%	↑ 5%	↓ -1%	32%	37%	↑ 13%	↓ -6%
	Sausage	82%	81%	↓ -1%	↑ 6%	62%	61%	↓ -2%	↑ 7%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	↑ 6%
	Bacon	68%	67%	↓ -1%	↓ -10%	65%	57%	↓ -11%	↓ -17%
	Ham	98%	96%	↓ -2%	→ 1%	87%	88%	→ 0%	↑ 8%
	Sausage	82%	84%	↑ 3%	↑ 7%	68%	71%	↑ 5%	↑ 9%
	Pork	100%	100%	→ 0%	↑ 10%	100%	100%	→ 0%	↑ 10%
	Bacon	26%	34%	↑ 32%	↓ -19%	16%	21%	↑ 29%	↑ 3%
	Ham	25%	35%	↑ 38%	↑ 44%	0%	0%	n/a	n/a
	Sausage	80%	83%	↑ 4%	↑ 10%	58%	67%	↑ 15%	↑ 29%
	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%	↓ 0%	→ 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	54%	54%	→ 1%	↓ 0%	14%	10%	↓ -29%	↓ -42%
	Ham	68%	71%	↑ 4%	↑ 9%	10%	7%	↓ -29%	↓ -41%
	Sausage	76%	80%	↑ 5%	↓ -1%	46%	45%	↓ -3%	↓ -5%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	↓ -100%	n/a
	Bacon	37%	36%	↓ -2%	↓ -8%	0%	0%	↓ -100%	n/a
	Ham	97%	96%	↓ -1%	→ 1%	0%	0%	n/a	n/a
	Sausage	89%	89%	↓ 0%	↓ -2%	5%	5%	↑ 5%	↑ 71%
	Pork	63%	62%	↓ -1%	↓ -10%	55%	58%	↑ 6%	↓ -4%
	Bacon	41%	40%	↓ -2%	↓ -11%	26%	26%	→ 1%	↓ -16%
	Ham	60%	58%	↓ -3%	↑ 2%	20%	19%	↓ -1%	↓ -7%
	Sausage	83%	81%	↓ -2%	↑ 4%	67%	66%	↓ -1%	↑ 8%
	Pork	100%	100%	→ 0%	→ 0%	99%	96%	↓ -3%	↑ 8%
	Bacon	100%	100%	→ 0%	→ 0%	88%	89%	↑ 2%	↑ 4%
	Ham	97%	96%	↓ -1%	↓ -3%	0%	0%	n/a	n/a
	Sausage	95%	98%	↑ 3%	↑ 2%	85%	85%	↓ -1%	↓ -3%
Total Market	Pork	82%	81%	↓ -2%	↓ -3%	55%	54%	↓ -1%	↓ -4%
	Bacon	46%	47%	→ 1%	↓ -1%	22%	22%	↓ -1%	→ 0%
	Ham	67%	65%	↓ -3%	→ 0%	13%	12%	↓ -4%	↓ -14%
	Sausage	83%	84%	→ 1%	→ 1%	48%	48%	↓ -1%	↑ 6%