

# THE FEDERATION OF BAKERS

## ANNUAL REPORT & List of Members 2016



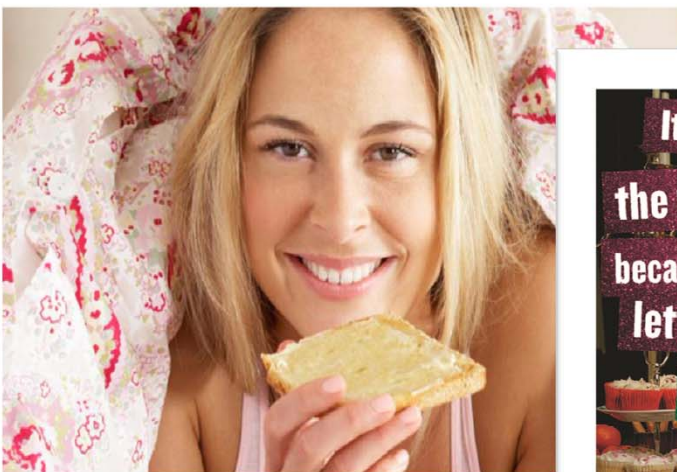
WE   
BREAD

THE FEDERATION OF BAKERS

A BAKER'S DOZEN  
13 ESSENTIALS FOR  
HEALTH & SAFETY IN  
BAKERIES



PRODUCED FOR THE INDUSTRY BY MEMBERS OF  
THE FEDERATION OF BAKERS' HEALTH & SAFETY COMMITTEE



# Contents

---

<b>About FOB</b>	<b>3</b>
- Who we are	
- Core Values	
- Further Information	
<b>Chairman's Foreword</b>	<b>5</b>
<b>Director's Annual Review</b>	<b>6</b>
<b>Report from the Northern Ireland Bakery Council (NIBC)</b>	<b>14</b>
<b>Industry Statistics</b>	<b>15</b>
- Total Bread Production	
- Accident Statistics	
<b>Federation Matters</b>	<b>17</b>
- Federation Staff	
- Federation Officials	
- Council Members	
- Membership	
<b>Federation Committees</b>	<b>18</b>
<b>Federation Representatives</b>	<b>19</b>
<b>Federation Members' Product Codes</b>	<b>20</b>
<b>List of Members</b>	<b>21</b>
- Eastern Area	
- North Eastern Area	
- North Western Area	
- South Eastern Area	
- Western Area	
- Northern Ireland Area	
- Scottish Area	
- Associate Members	
<b>Past Chairmen</b>	<b>31</b>

# About FOB

---

## Who we are

The Federation of Bakers represents the interests of the UK's largest baking companies who manufacture sliced and wrapped bread, bakery snacks and other bread products. It is a £3 billion industry at retail sales value, employing over 20,000 people, supplying over 80% of the nation's bread. The Federation has nine member companies running 33 bakeries in the United Kingdom.

The Federation represents the interests of its members to make a real difference to their bottom lines.

We represent these interests by:

- Building the profile of the Federation as a dynamic forward thinking, professional and excellent organisation
- Generically promoting members' products through creative PR, using the positive and very powerful nutritional benefits of the nation's staple food
- A sophisticated issues management programme to promote desired change, to defend against the undesired and to position the Federation correctly in respect of all issues with which it is faced.

## Core values

The Federation of Bakers believes that it should seek to exceed its stakeholders' expectations of the organisation.

We will do this by:

- Pursuing best practice in everything we do
- Taking the lead in all issues relating to the bread industry
- Being a repository of knowledge about and for the bread industry
- Developing our people to their full potential.

What we do and how we do it will accord to our core values of:

- Excellence
- Professionalism
- Partnership.

In addition, an often overlooked but very important function provided by trade associations is the ability to provide a neutral environment for industry representatives to get together to discuss the issues facing the industry. We have a number of committees that meet regularly to consider all manner of current topics and provide a forum for developing a consensus of opinion to demonstrate a forward thinking and progressive industry to the outside world. These include the Health and Safety Committee, the Corporate Social Responsibility Working Group, the Sustainability Working Group, and our Technical Panel as well as regular meetings of the Federation's Council. In addition there are regular meetings of FOB/FAB Joint PR Committee, whose mission is to position bread in a positive light in the media.

## Further information

For further information on the Federation of Bakers and our members please contact:

The Federation of Bakers, 6 Catherine Street, London WC2B 5JW

Tel: 020 7420 7190

Email: [info@bakersfederation.org.uk](mailto:info@bakersfederation.org.uk)

Web: [www.bakersfederation.org.uk](http://www.bakersfederation.org.uk)

Twitter: [@Fedbakers](https://twitter.com/Fedbakers); [@WeHeartBread](https://twitter.com/WeHeartBread)

Facebook: <http://www.facebook.com/pages/The-Federation-of-Bakers/269967529747410>

YouTube: <http://www.youtube.com/user/bakersfederation>

# Chairman's Foreword

---



Another year in the life of the Federation draws to a close and once again the reoccurring theme of change is front of mind.

Whether it is innovation in the Bakery category with a large number of new product launches or amendments to legislation that impact on the industry, change is a constant we live with.

During these challenging times the Federation continues to represent the industry on all fronts and plays a key role in promoting the category and lobbying on its members behalf.

Full details of all these actions are set out in this report.

I would like to take this opportunity to thank Amy, Caroline and Gordon and all our members' representatives who sit on our panels for their ongoing contribution.

**Alex Mayfield**  
**Chairman**

# Director's Annual Review



## Introduction

The year has been dominated by public health and the debate on sugars which on the face of it should not impact on the bread sector.

However there does seem to be a significant amount of erroneous information that white bread contains added sugar – it does not.

The introduction of the Public Health England (PHE) sugar app did not help this situation with its very poor differentiation between added sugars and total sugars and the quite incorrect information it included on many products including members' bakery products. We are working with PHE to rectify this.

The Responsibility Deal – is it dead? A question that needs to be answered. Those signed up to the various pledges were not asked to submit a review this year by the Department of Health (DH). However FOB Members are committed wherever possible to reducing salt. FOB will be submitting up-to-date data, as usual, to the DH on the levels of salt in our members' products.

Proposed changes to the Bread and Flour Regulations have rumbled on and at the time of writing we have not reached a conclusion on what the final proposals may be.

The Federation's Health and Safety Committee (FHSC) has had a very busy year in its responses to the Health and Safety Executive (HSE) Enforcement Plan and the Food and Drink Manufacturing Common Strategy.

The FOB PR Campaign in conjunction with nabim has had a very successful year with our *Carbs before Marbs* campaign with TOWIE star Georgia Kousoulou resulting in an award at the PRmoment.com Awards 2016 for the best Media Relations Campaign of the year. Well done to our PR agency Red and all who contributed to the campaign.

This year we have introduced Product Category Codes in the Annual Report. This is to show that while bread dominates most members' output, FOB members do produce an extensive range of bakery products.

## Industry Issues

### Working with Government

#### Bread and Flour Regulations (BFR)

In last year's report I hinted that there was going to be a further consultation from DEFRA delayed by the General Election. The consultation did appear in 2015. However as I write this report we have still not reached a solution to the concerns which affect in particular the manufacturers of food ingredients and exporters. DEFRA have switched from trying to change the definition of flour to possibly defining the final product in the Regulations. This is still proving to be somewhat problematic. The FOB is determined to ensure that whatever outcome is achieved, it does not increase the regulatory burden on bakers.

#### Responsibility Deal

The Responsibility Deal pledges for 2017 continue to be in place although the status of the Responsibility Deal in the current Government's public health policy is still not clear. The DH has confirmed that annual reporting under the Responsibility Deal will not be necessary this year.

With regards to FOB members we are focused on salt reduction. Members continue to annually provide FOB with data on the levels of salt in their products and this information is communicated to the DH on a sales weighted average basis.

#### SACN Carbohydrate Review

The final SACN Report on Carbohydrates and Health was published in the middle of 2015.

SACN has recommended that the Dietary Reference Value for total carbohydrates be maintained at a population average of approximately 50% of dietary energy.

This is good news for bakers.

The recommendation that achieved the most publicity was a definition of free sugars to be adopted in the UK and this definition would include all mono and disaccharides added to foods by manufacturers and consumers plus sugars naturally present in honey and unsweetened fruit juices.

SACN recommended that the population average of free sugars should not exceed 5% of total dietary energy for ages two and upwards. In particular the focus was on sugar sweetened beverages and since the SACN Report the Government has introduced a levy on such products.

SACN also recommended that fibre should be defined as all carbohydrates that are neither digested nor absorbed in the small intestine and have a degree of polymerisation of 3 or 4 mono-energetic units plus lignin. This stated that dietary fibre should continue to be measured using the AOAC Method. SACN did recommend a daily intake of 30g of fibre and this together with the continued recommendation on the consumption of carbohydrates did make the report encouraging for bakers and bread in particular.

One of the outcomes of the work done by SACN and PHE was the introduction of a new sugar smart app designed to give consumers easily accessible information on the levels of sugars in products on supermarket shelves. Unfortunately this did not differentiate between total sugars and free sugars which really did not give good, precise information to consumers. Several FOB members found that the level of information on several products on the app was simply wrong or at best unsatisfactory. FOB is working with PHE to see how we can establish what information they do have on bread and other bakery products. This will be verified, corrected if necessary and updated information submitted to PHE.

#### The Eatwell Guide

PHE launched in early 2016 a new Eatwell Guide replacing the old Eatwell Plate. The proportion of consumption of foods which should be starchy carbohydrates has increased slightly from 33% to 37% represented on the Guide as 38% of the segment size. This is encouraging as far as bread and other bakery products are concerned. The FOB will continue to use where appropriate the guide which gives good basis of basic healthy nutrition in a balanced diet.

#### Adult Urinary Sodium Data

The results of the latest surveys of sodium in the diet were published by PHE in March. There continues to be a reduction although a statistical anomaly has created some doubt regarding the actual level of reduction. The new data does clearly state that the levels of salt consumption by adults is on average 8g a day, still 33% above the SACN recommendation of 6g a day. These figures along with the continued reduction in the consumption of bread demonstrate that the contribution of salt in the diet from bread can be nothing like the often high figures stated by salt campaigners. The figures are much lower and indeed perhaps around the 10% level.

#### Salt Replacers in Morning Goods and Bread

Further work is being carried out with SACN/COT on the opportunities that there may be for the substitution of sodium with potassium in bakery products, in particular the substitution of sodium bicarbonate with potassium bicarbonate in hotplate products.

FOB has recently given up to date information on the possibilities of such substitution but we are still awaiting guidance from SACN. This is not expected to be published until the Spring of 2017.

#### Further Fortification of Flour/Bread with Folic Acid/Vitamin D and Iodine

The final Vitamin D Report from SACN is expected sometime in the late Spring/early Summer this year. It is unclear what the final recommendation may be and its implications for bread. It is noted that some retailers have already put extra Vitamin D in their products.

There appears to be no immediate possibility of a recommendation regarding the fortification of bread or flour with folic acid in England. In Scotland the devolved administration has taken the view that they would in principle wish fortification to be implemented. The Scottish Government's Food Minister has asked Food Standards Scotland for detailed advice on how the introduction of fortification of folic acid could be done on a Scotland only basis. The Federation, with Scottish Bakers, Nabim and SFDF will have a meeting with Food Standards Scotland towards the end of May



to discuss the implications for the bakery industry.

It should be noted that the UK Government does still come under some pressure from SACN to give consideration to the folate status of young women in the United Kingdom and the implications of this on a policy for fortification.

Iodine fortification is not so prominent a campaign but if it was to be considered the lobbying may be suggesting the use of iodised salt in the food industry rather than the fortification of flour, as happens in several European countries.

### Industry Factsheets

The Federation, through its various committees, continually reviews all its public facing factsheets and these are freely available on the Federation's website. The more detailed technical factsheets provided for members' only information are also continually revised and updated as necessary and any changes are communicated to members.

A full range of consumer factsheets are available to download from the FOB website.

### Country of Origin Labelling (COOL)

The Report was eventually published by the European Commission regarding COOL in particular with products with more than 50% of the product as a single ingredient. The Commission has recommended that such products should not be subject to COOL however there is continued lobbying within the European Parliament for this position to change. While it is quite clear that the Commission's view is that such an extension is not necessary a watching brief needs to be maintained.

### Enzyme Regulations

The long term impact of the enzyme regulations is still not clear as AMFEP, the Enzymes Manufacturers Association, continues to submit dossiers for approval by EFSA.

The list of dossiers and their stage in the process is available on the EFSA website. The rigorous process of assessment and approval will continue and is not anticipated to be finalised for several years. As the process continues there will continue to be lobbying for all enzymes to be labelled whether or not they could be deemed a processing aid. There is a rigorous examination of enzymes to see how they behave in particular products and what the nature of the enzyme is once the food manufacturing process has been completed.

Like many other issues, this is one that the FOB is monitoring closely, but is a good example of close co-operation with AIBI our European Trade Association.

## **Health and Safety**

The Federation's Health and Safety Committee (FHSC) continues to meet regularly as a forum to interact with the Health and Safety Executive (HSE), to respond to HSE consultations and as an opportunity to develop good practice for the bakery sector. The FHSC is seen as a key commitment

to the welfare of all employees in the bakery industry and to this extent the contributions and participation in the Committee is extended to the Craft Bakers Association (CBA) who we are pleased are represented on the Committee.

The importance of the HSE being in attendance at Committee meetings helps stimulate the debate and aids in the discussions and issues particularly those which are emanating from HSE such as the HSE Enforcement Plan and the Food and Drink Manufacturing Common Strategy.

Along the way there were some differences in opinion on some of the objectives of the common strategy but there was acceptance and understanding of the importance of the document and the value of having it in place. It is anticipated that the guidance will be published in the near future.

Other areas of discussion were the HSE's Inspection Programme which prioritised the issue of flour dust in bakeries and how this was impacting on members.

The FHSC is also represented on other committees including the FDF Health and Safety Committee, the IOSH Food and Drink Group and the Food and Drink Industry Forum.

The accident statistics which are available in this report are invaluable in helping to ensure the industry is responding to the challenges of continued improvement in health and safety but also acts as a benchmark to other sectors in the food industry and other industrial sectors.

In last year's report I referred to the completion of the Health and Safety Industry's 'Bible'; *A Bakers' Dozen – 13 Health and Safety Essentials for Health and Safety in Bakeries*. This document is continually updated as necessary and is available as a download from the FOB website.

The Committee has progressed work through the year on reviewing the *Guidance on Dust Control and Health Surveillance in Bakeries*, also known as the 'Blue Book' and this again will be available as a free download from the FOB website.

## Public Relations Activity

In last year's public relations report I referred to the developing PR activity following on from the 'How to Pack a Lunchbox video' in 2014; Toast Soldiers, The Helmsley Slice handbag and quarterly HCP newsletter *The Slice of Life*.

I also set out the activities of the PR campaign – The Re-launch of Bread – *Carbs Before Marbs* with a star of The Only Way Is Essex 'TOWIE', Georgia Kousoulou revealed that bread was the brand new, low fat, low sugar health product.

The Campaign with Georgia was very successful, so much so that it achieved a prominent PR Industry Award in early 2016 for the best Media Relations Campaign of the year.

The objectives of the campaign were to dispel myths, re-educate and raise awareness of the nutritional contribution of bread. The task was to address bread's biggest perception issue - could we convince young women that bread does not make them fat?

The target audience and strategy was to start with who was inflicting the most damage on the reputation of bread with young women and it appeared to be pop culture phenomenon of reality TV such as TOWIE and in particular their mantra of 'No Carbs Before Marbs'.

So the challenge was how could we deliver the message through TOWIE? What if TOWIE could make the case for carbs before their holiday in Marbella in a classic TOWIE way. Not in a rational campaign making the nutritional case for bread but instead dressed up as the latest beach body fad.

We had to have a character from TOWIE and someone who was admired by young women with a high social footprint who could help us to represent sliced bread and change their attitude. Georgia Kousoulou was voted as the character who could talk about bread as supplying much needed fuel as part of her own exercise regime to get beach fit. She was willing to have some fun promoting a revolutionary, low-calorie, low-fat, bikini friendly food brand before revealing bread as the unlikely hero of the piece.

The implication and creativity which was crucial to the campaign was that it looked and felt like a celebrity endorsed product launch and not a health education campaign. This was achieved by using glamorous photo shoots, 'limited edition' product line, confessional 'behind the scenes' video, drip feed of tease images via Instagram/Twitter ahead of the launch, product promotions via social media and a kick start piece on a key national media outlet.

Backing up the celebrity campaign was the recruitment of Channel 4's Dr Dawn Harper to warn against restrictive dieting particularly for women starting a beach body workout plan. Demonstrating that bread provided essential low fat energy to fuel exercise and ward off unhealthy snacking.

The results of attitudinal research from YouGov revealed that more than a quarter (26% ) said the campaign made them feel more positive about bread, 35% were surprised to hear about bread in that way, 23% said they learned new things about bread. 43% said the campaign was relevant to them and 44% said the campaign was new and different.

These responses to attitudinal research with young women and the campaign output resulted in the achievement of the campaign receiving the Media Relations Campaign of the Year at the PRMoment.Com Awards 2016.

During the year the [@WeHeartBread](#) Twitter feed campaign continued its development and attracted increasing numbers of followers but also crucially linked in with the main PR campaign to carry out messaging.

The Campaign for 2016 is well underway with the identification of the main themes, celebrity and supporting nutritionist to promote the campaign. The launch will be in June 2016.

The approach of the campaign is to focus our PR objectives of one target audience and one conversation to raise awareness amongst 18-35 year old young women that bread is not a bad carbohydrate and it does not make you fat.

This approach is designed to:

- Make bread a conversation topic amongst young women
- Create and grow a social voice – ensuring a more effective and nimble response to the bread negativity
- Build the right influencers – and modernise the ways FAB/FOB converses with these key influencers to maintain their support
- Ensure that 80% of our audience reached were women aged 18-35
- Deliver more impactful coverage
- Grow a newly engaged community both online and offline.

## TRAINING

### Bakery Trailblazer Apprenticeships

Trailblazers are the new Apprenticeship Standards that will replace the current Apprenticeship Frameworks in England by 2017/18.

Trailblazers are different to the current frameworks in many ways:

- They focus on preparing apprentices for an occupation not a job.
- All apprentices will be expected to develop a broad range of skills and knowledge, to prepare them for a career in the sector rather than for one specific job. This means they may need to undertake learning and training which cannot be covered in the company they are employed by, but are essential to help them achieve the standard.
- Focus – The new standards focus on the outcomes of what each apprentice must achieve by the end of their programme, setting out the skills, knowledge and behaviours which all apprentices must be able to demonstrate.
- The Standard also sets out the details of any qualifications that are a pre-requisite to completing the programme.
- Each Trailblazer Standard specifies minimum programme duration. This means all apprentices will be expected to spend the time specified in the Standard on their apprenticeship programme.
- Trailblazer apprenticeships are graded.
- Trailblazer apprenticeships include a synoptic independent final assessment which all apprentices must complete successfully to gain their Apprenticeship Certificate.

Working with the National Skills for Food and Drink the Bakery Trailblazer is led by George Fuller of Fuller's Bakery and President of the Craft Bakers' Association (CBA) working with an Employer's Group comprising of representatives from a range of different types of bakery businesses, including members of the FOB and the FOB Director.

The Employer's Group has worked tirelessly over the last year to develop the necessary standard for Trailblazers and in particular developing the modules in respect of Craft Bakers and a separate standard in respect of Plant Bakers.

It is hoped that providers will be put in place in the near future and that further information will be available to all potential employers in the very near future.

## **AIBI**

Association Internationale de la Boulangerie Industrielle (AIBI) is the European association for plant bakers in which FOB plays a prominent role. Mr J S Street is a Vice-President of AIBI and is due to assume the Presidency in the summer of 2017 for two years. I continue to Chair the Technical Committee.

The finale to Mr Street's presidency will be the AIBI Biennial Congress in 2019 which is planned to take place in Manchester in late May/early June 2019. Put the date in your diaries now!

AIBI is an important link to the many issues which affect our industry and are influenced significantly at a European level. This includes salt, process contaminants, country of origin labeling (COOL), enzymes and food waste.

The most recent developments have been a need at a European level to try and agree a Code of Practice for acrylamide reduction. Discussions have been taking place at the European Commission amongst food groups and members states to respond to the demands for maximum limits for acrylamide. This is an ongoing discussion and FOB through AIBI is playing an important role in contributing to this development of a Code of Practice.

Whilst there is the uncertainty of the European referendum it is important that through AIBI, FOB makes a contribution at European level on the many issues that impact our business.

**Gordon Polson**  
**Director**

# Northern Ireland Bakery Council

---



At the end of my fourth year as Chairman of the Northern Ireland Bakery Council (NIBC) I am delighted to report on the activities of the NIBC. The NIBC is the representative body for the plant bakeries in Northern Ireland and the members are; Allied Bakeries Ireland, W.D. Irwin & Sons and Hovis Bakeries Ireland.

The NIBC has been active in training, cooperation with other food/manufacturing bodies, fund raising for the Irish Bakers Benevolent Society (IBBS) and National Bread Week.

In 2012, the NIBC embarked on an extensive training programme which all three member companies continue to take part in. The training facilitates employees to study for an Industry Proficient Qualification (IPQ) qualification and to date there have been five waves of trainees.

The programme allows employees in manufacturing, hygiene and despatch to build on current skills and to develop new skills that will allow them to fully utilise their potential. Key to the programme is employees being able to operate a number of different lines and at the end of the year receive a recognised qualification both in their area of work and Essential Skills.

NIBC continues to participate in NIFDA which is the main lobbying body for the food industry in Northern Ireland. Notable successes have been the setting up of the Agri-Food Strategy Board and an output of the Board is a Food Marketing Body which is forecast to be operational in autumn of this year.

Each year the NIBC organises a charity golf day and the funds raised go to the IBBS to help those from the industry who fall on hard times. This event is well attended and supported by the industry but also suppliers to the industry. I would like to thank all those who contribute. Each year several families are helped including those of the member companies of the NIBC.

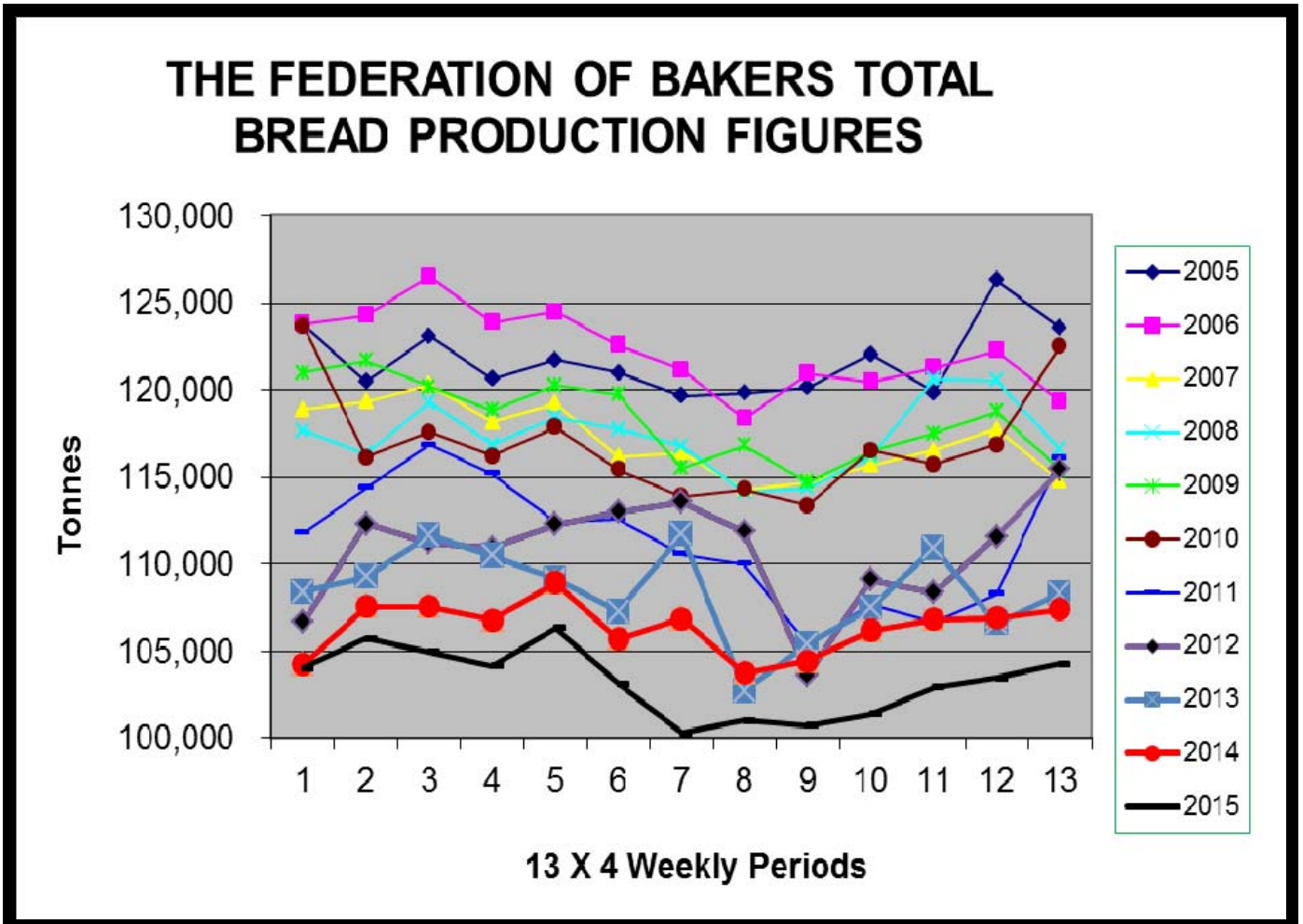
In October 2015 National Bread Week was held and it started with a press launch at the Bord Bia offices in Dublin. Several events and competitions were held including extensive media coverage on TV, radio Facebook and Twitter. Overall the event was a great success and there are plans to repeat the event in 2016.

Over the coming year the NIBC will continue to be the voice for the plant baking industry in Northern Ireland.

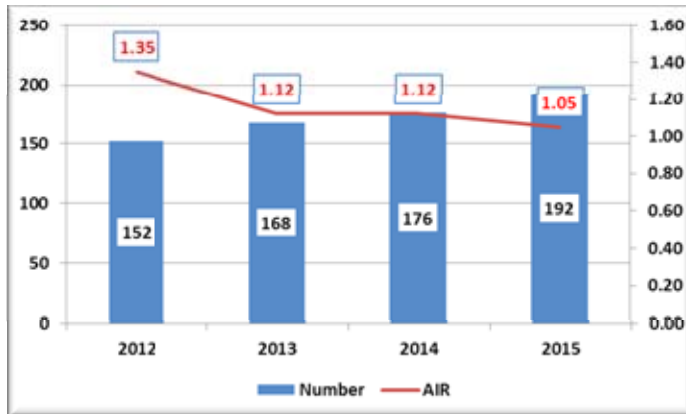
**Peter Henry**  
**Chairman – NIBC**

# Industry Statistics

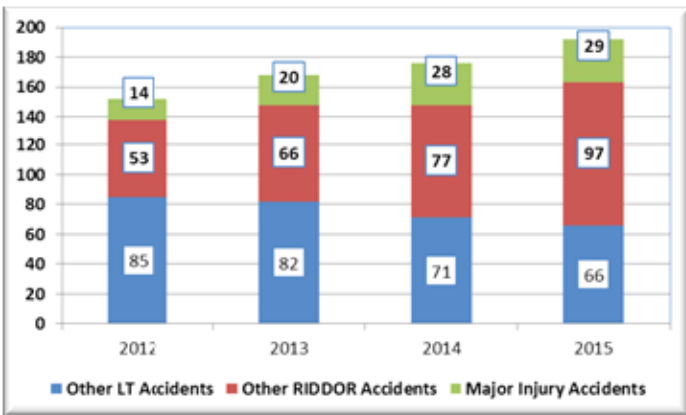
## Federation Members' Bread Production



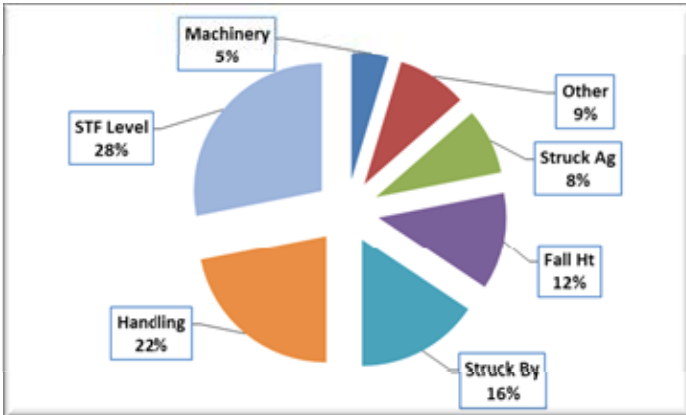
### Federation Members' Accident Statistics



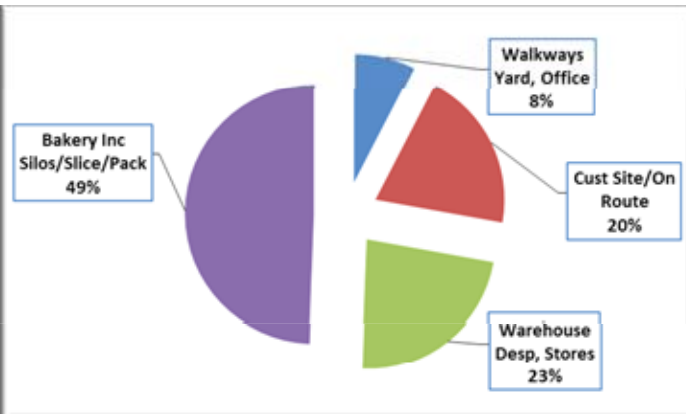
**Lost Time Injury (LTI) Accidents:** Increase in number from 176 to 192 – but accident incidence rate (AIR) % of headcount is down from 1.12% to 1.05%.



**LTI Accidents by Class:** 126 of 192 LTI accidents reportable to HSE - 29 were major injury accidents - 97 were +7 day absence reportable injuries. Reportable AIR 0.68% against Food and Drink Manufacturing benchmark of 1.00% (from HSE statistical report to 2014/15).



**LTI Accidents by Type:** Falls were 40% of the total while handling related accidents were 30%. Machinery at 5% is slightly up on previous years and remains a concern due to potential for higher severity injury.



**LTI Accidents by Location:** Off-site accidents accounted for 20% of the total and the split between bakery and logistics operations is 49% and 43% respectively.



# Federation Matters

---

## FEDERATION STAFF

Gordon Polson                      Director  
[gordon.polson@bakersfederation.org.uk](mailto:gordon.polson@bakersfederation.org.uk)

Amy Yeates                          Executive Secretary  
[amy.yeates@bakersfederation.org.uk](mailto:amy.yeates@bakersfederation.org.uk)

Caroline Ford                      Training/Health & Safety Co-ordinator  
[caroline.ford@bakersfederation.org.uk](mailto:caroline.ford@bakersfederation.org.uk)

## FEDERATION OFFICIALS

### 2015/2016

Chairman                              Alex Mayfield  
 Treasurer                             Brian Irwin

### Nominations 2016/2017

Chairman                              Alex Mayfield  
 Vice- Chairman                      Mike Roberts  
 Treasurer                              Brian Irwin

## FEDERATION COUNCIL

Robin Lee/Jon Jenkins	Allied Bakeries
Steve Cook	Fine Lady Bakeries
Mike Roberts	Frank Roberts & Sons
Jason Geary	Geary's Bakeries
Brian Irwin	Irwin's Bakery
Simon Ball	Jacksons Bakery
Alex Mayfield	Warburtons

## MEMBERSHIP

The current number of member companies is: **9**

The current number of bakeries in membership of the Federation is: **32**

The current number of Associate Members of the Federation is: **17**

England and Wales		Scotland	2
<i>Eastern</i>	4	Northern Ireland	2
<i>North Eastern</i>	4	<b>Total:</b>	<b>4</b>
<i>North Western</i>	10		
<i>South Eastern</i>	6	Associate Members	17
<i>Western</i>	4		
<b>Sub Total:</b>	<b>28</b>	<b>Total:</b>	<b>49</b>

# Federation Committees

---

## Health & Safety Committee

Jak Thomas (*Chairman*)  
 Christopher Freeman  
 Jason Allen/Steve Halpin  
 Gordon Polson/Caroline Ford  
 Christine Anderson  
 Jason Hall  
 Paul Rhodes  
 Warren Pennington  
 Julie Longley  
 Martin Bratherton/Janis Murphy

Allied Bakeries  
 Craft Bakers Association  
 Delifrance  
 Federation of Bakers  
 Fine Lady Bakeries  
 Frank Roberts & Sons  
 Greggs  
 HSE  
 Jacksons Bakery  
 Warburtons

## PR Committee

Katie Howes/Nicky Gillett  
 Stephanie Brillouet  
 Gordon Polson/Amy Yeates  
 David Howlett  
 Alison Palmer/Peter Styles  
 Michael Murphy  
 Victoria Kennedy  
 Alexander Waugh/Priya Nicholas  
 Tearnh Taylor/Sally Stanton

Allied Bakeries  
 Delifrance  
 Federation of Bakers  
 Fine Lady Bakeries  
 Frank Roberts & Sons  
 Irwin's Bakery  
 Jacksons Bakery  
 Nabim  
 Warburtons

## Sustainability Working Group

Gordon Polson (*Chairman*)  
 Sue Burrell  
 Amy Yeates  
 Dominic Bartlett  
 Gavin Milligan  
 Michael McDermott

Federation of Bakers  
 Allied Technical Centre  
 Federation of Bakers  
 Fine Lady Bakeries  
 Jacksons Bakery  
 Warburtons

## Technical Panel

Robin Lee (*Chairman*)  
 Nicky Gillett  
 Steve Spice/Gary Tucker/David Leeks  
 Richard Vaughan  
 Gordon Polson /Amy Yeates  
 Anita Ryder  
 Karol Roberts  
 Anthony Preston  
 Melissa Donovan  
 Martin Mullally  
 Jill Charlton

Allied Technical Centre  
 Allied Bakeries  
 Campden BRI  
 Delifrance  
 Federation of Bakers  
 Fine Lady Bakeries  
 Frank Roberts & Sons  
 Geary's Bakeries  
 Jacksons Bakery  
 Kerry Ingredients  
 Warburtons

# Federation Representatives

---

## **Association Internationale de la Boulangerie Industrielle (AIBI)**

### **Presidium**

Joseph Street	Fine Lady Bakeries
Gordon Polson	Federation of Bakers

## **British Society of Baking (BSB)**

### **Executive Committee**

Gordon Polson	Federation of Bakers
---------------	----------------------

## **Confederation of British Industry (CBI)**

### **Health & Safety Panel**

Jak Thomas	Allied Bakeries
Gordon Polson	Federation of Bakers

### **Trade Association Council**

Gordon Polson	Federation of Bakers
---------------	----------------------

## **Bakery Trailblazer Steering Group**

Gordon Polson	Federation of Bakers
Rhonda Culliney	Jacksons Bakery
Kirsten Knight/Rachel Bacon	Warburtons

## **Food and Drink Federation (FDF)**

### **FDF Council**

Alex Mayfield	Warburtons
Gordon Polson	Federation of Bakers

### **FDF Employment & Skills Committee**

Gordon Polson	Federation of Bakers
---------------	----------------------

### **FDF Environmental Regulation Working Group**

Sue Burrell	Allied Technical Centre
-------------	-------------------------

### **FDF Food Hygiene Committee**

Deborah Christopher	Allied Technical Centre
Margaret Pollard	Warburtons

### **FDF Food Ingredients Committee**

Madeleine Jones	Allied Technical Centre
Claire Robinson	Allied Technical Centre

### **FDF Food Law & Labelling Committee**

Madeleine Jones	Allied Technical Centre
Jill Charlton	Warburtons
Gordon Polson	Federation of Bakers

### **FDF Food Safety & Scientific Steering Group**

Neil Bird	Allied Technical Centre
Colin Kelly	Warburtons
Gordon Polson	Federation of Bakers

### **FDF Health & Wellbeing Steering Group**

Nicky Gillett	Allied Bakeries
Jill Charlton	Warburtons
Gordon Polson	Federation of Bakers

### **FDF Emerging Issues & Incident Management**

Anita Ryder	Fine Lady Bakeries
Colin Kelly	Warburtons
Neil Bird	Allied Technical Centre

### **FDF Novel Foods Working Group**

Neil Bird	Allied Technical Centre
-----------	-------------------------

### **FDF Nutrition Committee**

Nicky Gillett	Allied Bakeries
Jill Charlton	Warburtons
Gordon Polson	Federation of Bakers

### **FDF Occupational Health & Safety Committee**

Jonathan Clifton	AB Mauri UK & Ireland
Jak Thomas	Allied Bakeries

### **FDF Packaging & Waste Working Group**

Cath Greenhalgh	Warburtons
-----------------	------------

### **FDF Transport Working Group**

Mark Sutcliffe	Warburtons
----------------	------------

# Members' Products

---

## Product Category Codes

We have introduced a new set of codes to identify which products are manufactured by each bakery company. A guide to these codes is as follows:

<b>Product</b>	<b>Category</b>	<b>Code</b>
<b>Bread</b>	Sliced & Wrapped	1a
	Specialist & Artisan	1b
<b>Rolls and Baps</b>		2a
<b>Sandwich Alternatives</b>	Wraps	3a
	Pittas	3b
	Sandwich Thins	3c
<b>Morning Goods</b>	Croissants	4a
	Crumpets	4b
	Muffins	4c
	Pancakes	4d
	Scones	4e
	Potato Cakes/Farls	4f
	Bagels	4g
	Hot cross buns	4h
	Teacakes	4i
	Waffles	4j
<b>Free From</b>	Bread	5a
	Other	5b

## List of Members and the Bakery Products they Manufacture:

Allied Bakeries Limited	1a, 2a, 3a, 3c, 4b, 4c, 4d, 4f, 4g, 4h, 4i, 4j, 5a
Frank Roberts & Sons Ltd	1a, 1b, 2a, 3c, 4h, 4i
Fine Lady Bakeries Limited	1a, 2a, 4h, 4i
Geary's Bakeries Limited	1a, 2a
Jacksons Bakeries Limited	1a
Warburtons Limited	1a, 1b, 3a, 3c, 4b, 4c, 4d, 4f, 4g, 4i, 5a, 5b
W. D. Irwin & Sons Limited	1a, 1b, 2a, 4c, 4d, 4e, 4f, 4h, 4i

# List of Members

---

Please note \* denotes company head office

## Eastern Area

<b>Kerry Ingredients &amp; Flavours</b> – EMEA Region Carr Lane Gainsborough DN21 1LG	D. Parkinson	(01427) 613927	IND *
<b>Warburtons Limited</b> Meadowbank Way Mushroom Farm Eastwood Nottingham NG16 3SA	C. Palmer	(01773) 533303	IND
<b>Delifrance (UK) Ltd</b> 17 Chartwell Drive Industrial Estate Wigston Leicestershire LE18 2FL	I. Dobbie	(0116) 257 1871	IND *
<b>Geary's Bakeries Ltd</b> Unit 25 Hayhill Industrial Estate Barrow upon Soar Loughborough Leicestershire LE12 8LD	J. Geary	01509 817733	IND *

## North Eastern Area

<b>Jackson's Bakery Limited</b> 40 Derringham Street Hull HU3 1EW	S. Ball	(01482) 224131	IND *
<b>Warburtons Limited</b> Wakefield Bakery Expressway Tuscany Park Wakefield, W. Yorks. WF6 2TZ	C.K. Wrigley	(01924) 244100	IND
<b>Warburtons Limited</b> 26/28 Shelley Road Newburn Industrial Estate Newcastle-upon-Tyne NE15 9RT	D. Bond	(0191) 229 0166	IND
<b>Warburtons Limited</b> West of Yarm Road Stockton-on-Tees TS18 3RP	D. Bond	(0191) 229 0166	IND

## North Western Area

### **A. B. Liverpool**

Dunningsbridge Road  
Netherton  
Liverpool  
L30 6TG

T. Bright (0151) 523 7100 AB

### **A. B. Pennine**

Ashton Road  
Bredbury  
Nr. Stockport  
Cheshire  
SK6 2RE

C. Hampson (0161) 406 3160 AB

### **A. B. Stoke**

Liverpool Road  
Cross Heath, Stoke  
Newcastle under Lyme,  
Staffs.  
ST5 9HT

T. Bright (01782) 717373 AB

### **Fine Lady Bakeries Limited**

Grimshaw Lane  
Newton Heath  
Manchester  
M40 2BA

S. Cook (01295) 227600 IND

### **Frank Roberts & Sons Ltd.**

School Road  
Rudheath  
Northwich  
Cheshire  
CW9 7RQ

R. Higginson (01606) 41122 IND \*

### **Roberts Ilkeston**

5-6 Harcourt Close  
Manners Avenue  
Manners Ind. Est.  
Ilkeston  
DE7 8EF

C. Bulloch (0115) 932 4822 IND

### **Warburtons Limited**

Back o'th' Bank House  
Hereford Street  
Bolton  
BL1 8HJ

A. Mayfield (01204) 531004 IND \*

**North Western Area (Cont'd)**

<b>Warburtons Limited</b> Hereford Street (Bakery) Bolton BL1 8JB	V. Jones	(01204) 523551	IND
<b>Warburtons Limited</b> 6 Britannia Way Britannia Business Park The Valley Bolton BL2 2HH	V. Jones	(01204) 366400	IND
<b>Warburtons Limited</b> Billington Road off Rossendale Road Burnley BB11 5BX	M. Dawson	(01282) 456311	IND



## South Eastern Area

<b>Allied Bakeries Limited</b> 1 Kingsmill Place Vanwall Road Vanwall Business Park Maidenhead Berks. SL6 4UF	J. Jenkins	(01628) 764300	AB *
<b>A.B. London</b> Argall Avenue Leyton London E10 7AB	P. Hughes	(0208) 556 1031	AB
<b>A. B. Eastern</b> Cartwright Road Stevenage Herts. SG1 4QA	R. Zapple	(01438) 359611	AB
<b>Delifrance (UK) Ltd</b> Unit 97 Dean Way Great Western Industrial Estate Southall UB2 4SB	I. Dobbie	(0208) 571 8030	IND
<b>Fine Lady Bakeries Limited</b> Southam Road Banbury Oxon OX16 2RE	S. Cook	(01295) 227600	IND *
<b>Warburtons Limited</b> Delta Park Millmarsh Lane Enfield Middx. EN3 7XG	C. Morris	(020) 8344 4400	IND

## Western Area

<b>A. B. Wales &amp; West</b> Maes-y-Coed Road Birch Grove Cardiff CF14 4UZ	M. Auden	(02920) 623391	AB
<b>A. B. Midlands</b> Birmingham Road West Bromwich B71 4JH	J. Jackson	(0121) 553 2988	AB
<b>Warburtons Limited</b> 11 Moorcroft Drive Moorcroft Park Wednesbury West Midlands WS10 7DE	D. Todd	(0121) 505 5200	IND
<b>Warburtons Limited</b> Govier Way Western Approach Business Park Severn Beach Bristol BS35 4GG	D. Williams	(01454) 636000	IND

## Northern Ireland Area

<b>Allied Bakeries Ireland</b> 2-12 Orby Link Road Belfast BT5 5HW	P. Henry	(028) 9070 6164	AB
<b>W. D. Irwin &amp; Sons Limited</b> The Food Park Carne Portadown County Armagh BT63 5WE	B. H. Irwin	(028) 3833 2421	IND *

## Scottish Area

<b>A. B. Scotland</b> 180 Glentamar Road Glasgow G22 7UP	M. Fallon	(0141) 347 4160	AB
<b>Warburtons Limited</b> Sholto Crescent Righead Industrial Estate Bellshill Lanarkshire ML4 3LX	C. Howard	(01698) 741066	IND

## Associate Members

<b>AAK UK Ltd</b> King George Dock Hull HU9 5PX	J. McAughtrie	(01482) 701271
<b>AB Mauri UK and Ireland</b> <b>Incorporating Cereform Ltd and Mauri Products Ltd</b> Cereform Ltd Barn Way Lodge Farm Industrial Estate Duston Northampton NN5 7UW	A. Pollard	(01733) 871500
<b>ADM Milling Ltd</b> Kingsgate 1 King Edward Road Brentwood Essex CM14 4HG	T. Cook	(01277) 262525
<b>Baker Perkins Ltd</b> Manor Drive Paston Parkway Peterborough PE4 7AP	D. Bassett	(01733) 283000
<b>Benier (UK) Ltd.</b> 56 Alston Drive Bradwell Abbey Milton Keynes MK13 9HB	D. Marsh	(01908) 312333
<b>British Bakels Ltd.</b> Granville Way Bicester Oxon OX26 4JT	P. Morrow	(01869) 247098
<b>Campden BRI</b> Chipping Campden Glos. GL55 6LD	S. Walker	(01386) 842000

**Associate Members (Cont'd)**

<b>CSM (United Kingdom) Ltd.</b> Stadium Road Bromborough Wirral CH62 3NU	B. Cole	(0151) 343 1600
<b>Edme Limited</b> Mistley Manningtree Essex CO11 1HG	P. Tichbon	(01206) 393725
<b>GB Ingredients</b> Dock Road Felixstowe Suffolk IP11 3QW	M. Chell	(01394) 606400
<b>Kwik Lok Corporation</b> European Sales Division P O Box 17111 2502 CC Den Haag The Netherlands	W. Reijndorp	(00 31) 653262715
<b>Lesaffre Group</b> DCL Yeast Limited Alloa Business Centre Whins Road Alloa Clackmanannshire FK10 3SA	M. Abraham	(01259) 727700
<b>Puratos Limited</b> Buckingham Industrial Park Buckingham MK18 1XT	J. Lewis	(01280) 822860
<b>Spooner Industries Ltd</b> Railway Road Ilkley W. Yorkshire LS29 8JB	M. Brook	(01943) 609505

**Associate Members (Cont'd)**

<b>TasteTech Ltd</b> Wilverley Industrial Estate 813-815 Bath Road Brislington Bristol BS4 5NL	R. Sinton	(0117) 971 2719
<b>Zeelandia Limited</b> Unit 4, Radford Way Billericary Essex CM12 ODX	D. Amos	(01277) 651966
<b>Zeppelin Systems UK Ltd</b> Little Oak Drive Sherwood Business Park Annesley Nottinghamshire NG15 0EB	N. Brown	(01623) 753291

# Past Chairmen

---

1942/46	S. Brookes	1971/72	T. W. H. Curtis
1946/48	J. R. MacLeod	1972/73	G. E. Vere
1948/49	R. N. Cannon OBE	1973/74	G. Springall
1949/50	S. G. Taylor	1974/75	T. W. H. Curtis
1950/51	J. N. Frears CBE	1975/76	M. Rogers
1951/52	G. Halford/C. R. Morgan	1976/79	T. W. H. Curtis OBE
1952/53	C. R. Morgan	1979/80	G. F. Kilburn AFC
1953/54	C. O. Harrison	1980/82	R. F. Lister
1954/55	D. Watt	1982/83	R. F. Lister/S. Jones
1955/56	J. Bosomworth	1983/84	S. Jones
1956/57	A. G. Birkett	1984/87	K. J. Wroe
1957/58	F. A. Bates MBE	1987/89	R. G. Murray
1958/59	T. W. H. Curtis	1989/91	M. Handley
1959/60	A. T. Carder	1991/94	D. P. Roberts
1960/62	H. Colbourne	1994/96	P. N. Wilkinson
1962/63	J. H. Stevens	1996/98	D. N. C. Garman
1963/64	C. S. A. Tootal	1998/00	P. W. Farnsworth
1964/65	C. G. Sharrock	2000/02	P. Baker
1965/66	D. G. Marsh	2002/04	W. R. Warburton, MBE
1966/67	A. C. Parsonson	2004/07	H. M. Warnick
1967/68	W. E. Gunstone	2007/08	B. Robinson
1968/70	A. J. Willson	2008/10	J. Street
1970/71	G. Springall	2010/12	M. Fairweather
		2012/13	P. Molyneux/A. Mayfield
		2014/16	A. Mayfield



**6 Catherine Street London WC2B 5JW**  
**Telephone: 020 7420 7190 Fax: 020 7379 0542**  
**info@bakersfederation.org.uk www.bakersfederation.org.uk**

**Director: Gordon Polson**