

FACTSHEET No. 2

THE FEDERATION OF BAKERS

The Federation of Bakers is the trade association representing all the leading bakeries in the United Kingdom, a £3 billion industry producing the majority of the nation's bread.

The Federation was formed in 1942 in response to a need for an organisation to deal exclusively with issues relating to the emerging large-scale bread baking industry. It currently has 9 companies in membership with a total of 33 bakeries and 19 Associate Members.

Almost all plant bakeries are wholesale, supplying supermarkets and grocers shops or delivering bread to other bakeries and the Federation has over 90% of the industry in membership.

Core Values

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

Our Philosophy

The Federation of Bakers recognises that it can be most effective through an efficient use of its resources and collaboration. This means that we work with those organisations best placed to make a difference on any particular issue to ensure their position coincides with ours but then to let them lobby to achieve the desired change where appropriate.

For example, UK industry-wide issues, such as employment legislation, we would work with the CBI; food industry-wide issues, such as nutrition labelling, we would work with

the Food and Drink Federation (FDF). We would reserve to the FOB activity on those issues directly related to the bread industry, such as bread basket recovery or flour fortification, either in partnership with others or on our own.

Similarly, we are able to focus our work on our core competencies by outsourcing much of the administrative management of the Federation to the FDF, such as our reception, building maintenance, finance and IT.

Our three key functions are:

Representation

The Federation represents the interests of its members to make a real difference to their bottom lines. We represent those interests by:

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

Examples of our work can be seen on our website at www.fob.uk.com Our PR and communication work comprises trade activity that sees us regularly featured in the media with important things to say on issues affecting the food industry, and consumer activity that communicates the positive aspects of bread. We also, through the Flour Advisory Bureau, communicate facts about the industry via an excellent educational website keyed directly to the National Curriculum (www.thechain.com)

Issues that have occupied us recently include salt reduction across all our members' products; the Department of Health's Public Health Responsibility Deal; Front of Pack Labelling; EU Food Information Regulation and the future of the UK Bread and Flour Regulations.

Value Added Services

There are some very concrete things the Federation can and does provide better and cheaper than the members themselves:

- **Training:** Whenever the industry identifies a training need the Federation is able to deliver a cost effective solution. Most recently we have devised a course to explain the complex area of bread weights. In the past we have run courses on large-scale bread production, as well as a seminar on the dangers of and solutions to driver tiredness.
- **Health and Safety:** The Federation leads the baking industry in the promotion of high standards of health and safety. Our Health and Safety Committee is continually developing a wide range of safety guidance notes on equipment, processes and management to make sure the working environment is safe for all of our Members' employees.

- **Statistics:** the aggregation of detailed market data provided by our members gives them a source of information unobtainable by commercial data providers.

Interaction

An often overlooked but very important function provided by trade associations is the ability to provide a neutral environment for industry representatives to discuss non-competitive issues affecting the industry.

Key Areas of Work

Key areas of work being undertaken by the Federation on behalf of its Members include:

- communication and lobbying on a wide range of legislation and technical and scientific issues covering food safety, ingredients, labelling, distribution and environmental matters.
- responding to a range of government and European Commission proposals for social legislation
- promoting through dedicated PR plans activity to promote the value of bread as part of a healthy balanced diet
- producing guidance to promote high standards of health and safety in the baking industry
- maintaining a comprehensive website to provide information on Membership, the bread market, nutrition, etc.
- developing and running a range of training courses with first class training providers to meet the needs of the plant baking industry
- producing and distributing a range of nutritional, educational and health and safety publications in collaboration with the [Flour Advisory Bureau](#).
- collecting and publishing a wide range of industry statistics.

Current Issues

- Salt reduction in bread
- EU food regulations
- Nutrition labelling
- Process contaminants
- Food waste/WRAP
- Sugar reduction (in morning goods).