

Find out
more
about us...

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Federation of Bakers



Who we are...

Representing...promoting...defending the UK baking industry since 1942.

We represent the interests of the UK's largest baking companies, who between them supply over 80% of the nation's bread (and morning goods).

We work with government, regulators and consumers on all the important issues that affect our industry - from food labelling to sustainability.

There are
5,000
bakeries
in the UK

UK bakery
sector
employs
75,000
people

4.1 billion
units
sold every
year

UK bakery
market
worth
£3.6 billion
annually

Source Euromonitor

We currently have nine member companies, running 34 bakeries. We welcome applications for membership from bakers of all types and sizes. We also have 22 associate members, all suppliers to the bakery sector.

Working with bakers for bakers

What we do...

Our work spans three key areas:

Technical and Regulatory

We work closely with government on your behalf, to protect our industry across all regulations and all aspects of nutrition and public including:

- Bread and flour regulations
- Sugar reduction guidelines
- Sodium targets
- Labelling
- Food safety
- Sustainability.

Public Relations

Our public relations activity has two key goals:

- Change the perception of bread
- Increase consumption

To change consumers' perception of bread we have run annual campaigns that encourage people, and young women in particular, to feel good about eating bread. Our 2017 campaign generated 34 pieces of editorial coverage, which reached 23 million people. Digital activity delivered social reach of more than 3.6 million.

Health and Safety

We know how important this area is for your business – which is why our Health & Safety committee has built a strong relationship with the Health and Safety Executive (HSE) and meets regularly to consult, support and promote occupational health and safety in the bread baking sector. We produce the accepted industry guidance through two main publications, *The Baker's Dozen* and *Dust Guidance* and training materials.

As a member YOU would contribute directly to policy in all these areas crucial to the future of your business.

Why belong...

Be part of a forward-thinking organisation that is devoted to representing the best interests of bakers. Working with bakers for bakers.

Learn from us and with us. From industry insights and data to cost effective training solutions, there are multiple ways that we can enhance your business.

Promote your industry. Be part of industry-wide campaigns that can and do make a difference to your bottom line.

Connect with your peers. Members have a valuable opportunity to discuss non-competitive but important issues affecting the industry in a neutral environment.

Networking events. Conference, meetings, special events.

Have your say. The Federation of Bakers offers you the ability to have a voice where it matters.

If you'd like to find out more about the Federation of Bakers and the many benefits of membership, please don't hesitate to get in touch.

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