



PRESS RELEASE

Taste of Goodness: Making Jersey and Guernsey dairy products a favourite with UK shoppers in 2007

Announced in the Autumn by The Jersey and Guernsey Forum and with financial support from the Milk Development Council (MDC), the 'Taste of Goodness' communications campaign is all set to increase demand for milk and dairy products from Jersey and Guernsey breeds in 2007.

In September 2006 producers and processors unveiled their intention to launch a brand new campaign to promote the full range of dairy products originating from Jersey and Guernsey cows. The campaign partnership is now ready to release details of the campaign and look forward to an increase in sales which will benefit every link in the food chain.

Increased understand will mean increased sales

Dairy farmers, processors and the MDC came together to uncover just what consumers thought of Jersey and Guernsey products and were delighted to discover that the more shoppers learned about the premium milk and its provenance, the more they were inclined to buy it.

Christian Fox, who chairs the Jersey and Guernsey Forum, explains: "Research revealed that once people appreciate the unique values of the Jersey and Guernsey brand they are keen to buy and consumer more. This has been borne out in the market as sales of new products which make explicit use of Jersey and Guernsey milk are very encouraging."

Christian adds: "By understanding consumer needs and investing in a campaign to build wider and deeper understanding we can build on this success and increase purchases beyond the peak sales periods in the late spring and at Christmas."

Inspiring key consumers

Amanda Ball, marketing manager at the MDC for added-value projects, says of the campaign: “There is clearly a need to raise awareness amongst shoppers. Recent independent research commissioned by the MDC revealed a degree of confusion among the public about the origins of the milk often referred to as ‘Channel Island’. It also showed a lack of understanding of the unique characteristics of the milk, its high levels of calcium and its true fat content. We need to deepen understanding, explain the nutritional positives and encourage taste exploration. We also need to increase use occasions and inspire down season consumption.”

The Jersey and Guernsey Forum and the MDC have therefore developed a consumer-focused PR campaign giving a reason to buy and a reason to use Jersey and Guernsey dairy products, utilising proactive and reactive media relations to target head-of-household ABC1 Women aged 20-45, inspiring them to make these products a relevant and regular addition to their shopping lists.

The campaign will present Jersey and Guernsey products in a modern light whilst celebrating the particularly rich and creamy taste with which they are synonymous. The campaign will focus on the wonderful taste of the product and the beautiful Jersey and Guernsey breeds.

The PR campaign will be supported by a brand new website, www.tasteofgoodness.co.uk, which is already live. The site features delicious recipes and information on farm life and the Jersey and Guernsey breeds. Content will vary with the seasons and the competition page will be updated regularly, giving food lovers a reason to revisit the site.

As consumers are becoming increasingly interested in regional specialities and local sourcing, they will be encouraged to sample a wide range of products and to consider using Jersey and Guernsey produce on more regular occasions, not just as a ‘luxury’. The core message? Rich and creamy milk from Jersey and Guernsey cows is naturally delicious, a favourite with the whole family and the perfect ingredient.

A seasonal campaign

Media relations efforts will focus on the seasons when consumption is at its lowest. The Taste of Goodness campaign will begin in the New Year, promoting the wide and delicious range of products that benefit from Jersey and Guernsey milk as the main ingredient.

Promotion of liquid milk will focus on warming breakfasts in the cold months, highlighting the use of Jersey and Guernsey milk as 'perfect for porridge' and 'super on cereals'. Media relations will put the emphasis on the milk as a key ingredient in custards and batters and ideal for creating indulgent comfort foods. Coverage will be supported with competitions and third party tie-ins.

In the spring attention will turn to lighter cooking and the creation of nutritious and delicious 'moothies'.

It is hoped that magazine journalists will be tempted to make supervised trips to visit Jersey and Guernsey herds over the summer, ahead of a further media relations push for the autumn.

An opportunity for all

Christian Fox says: "The taste of Goodness campaign is a fantastic opportunity for the whole supply chain. We are urging dairy producers, wholesalers, food processors and retailers to co-ordinate their own marketing activity alongside the campaign to take full advantage of the upsurge in consumer demand."

- Ends -

Visit www.tasteofgoodness.co.uk

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About the Jersey & Guernsey Forum

The forum is a representative body created for, and run on behalf of and by, producers and processors of milk from the Jersey and Guernsey breeds of cattle in the UK. It exists to support the development of the market for Jersey and Guernsey products.

About the Milk Development Council

The Milk Development Council (MDC) - is a Non Departmental Public Body established by the Agriculture Ministers following the reorganisation of the milk industry at the end of 1994. Their mission is 'to advance the competitive position and enhance the technical strengths of Great Britain's Dairy Farmers'.

MDC is funded by a statutory levy on milk sold off farms in Great Britain. It is run by a Council of 11 people appointed by the Ministers, supported by staff based at the Cirencester office and in the field.

MDC's aim is to provide the opportunities, insights and expertise that help dairy farmers improve their profits; its activities focus on three distinct areas to achieve this:

- the opportunities that can add value to, increase demand for or arrest the decline of raw milk – the focus of the MDC Market Development team
- the insight and knowledge that can increase power and aid better decision-making – the focus of the MDC Datum economics team
- the efficiency, expertise and business-focus with which milk can be produced – the remit of the MDC Farm Management team