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# The Danish Pork and Bacon Industry

## Background Information

Denmark has a long tradition of pig production, and its pork and bacon industry has acquired an international reputation for excellence, in particular for its high standards of product quality, safety and farm management.

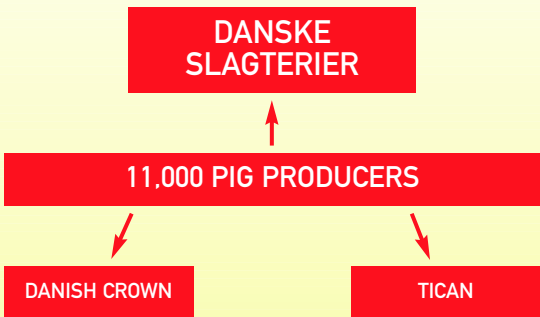
Records suggest that Denmark began exporting bacon to the U.K. in 1847 over 150 years ago. The modern Danish pig industry comprises some 11,000 pig producers, the vast majority of whom still work in family-run enterprises. Around 1.75 million tonnes of pigmeat are exported to markets all over the world.

Most Danish pigmeat is produced in co-operative factories, owned by the pig producers themselves. Today, two large co-operative groups slaughter around 22 million pigs per year. The close commercial link between the Danish pig producers and their factories means that there is a very clear understanding of the requirement to produce a high quality product for today's discerning consumer.

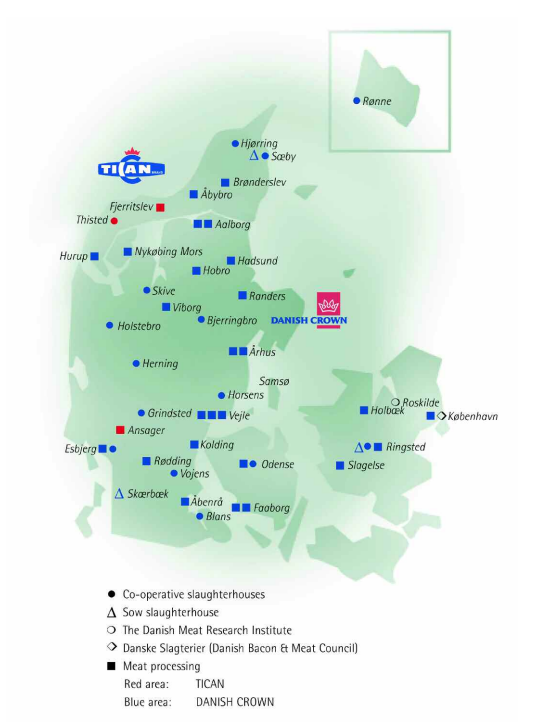
The Danish industry is highly structured and integrated so that agreed changes can be swiftly implemented in any part of the production chain.

Danske Slagterier, known as DS, is the organisation which represents the interests of all Danish pig producers, and their co-operative factories and processing units.

### Integrated Structure of the Danish Pig Industry



# Danish Cooperative Slaughterhouse Companies



**Axelborg  
Axeltorv 3  
DK-1609 Copenhagen V**

**Tel: 00 45 33 11 60 50  
Telefax: 00 45 33 11 68 14  
E-mail: [danish@danskeslagterier.dk](mailto:danish@danskeslagterier.dk)  
Web Site: [www.danskeslagterier.dk](http://www.danskeslagterier.dk)**



## Danske Slagterier

*Chairman: Bent Claudi Lassen  
Vice-Chairman: Jens Jørgen Henriksen  
Managing Director: Anne Birgitte Lundholt*

DS is funded by the Danish pig producers through a statutory levy and a subscription from its member companies. This produces an annual turnover of around DKK 352m (£32.5m approx.) which helps fund a wide variety of pig industry projects and initiatives.

Much of DS's research work concerns primary pig production which includes pig breeding and producer advisory services. In co-operation with the National Committee for Pig Production, (Landsudvalget for Svin), DS funds a major programme of research into all aspects of pig production, totalling DKK 89m (£8.2m approx.).

Other research and development work is carried out at the Danish Meat Research Institute. DS is also responsible for co-ordinating a number of quality initiatives, such as the Danish Quality Guarantee and the Contract for UK production, and a national programme for control of salmonella.

DS also has a vital role in representing the industry's interests in the area of trade policy both in Denmark, the EU and many overseas markets. The organisation also has a responsibility for co-ordinating a series of marketing and promotional campaigns both in Denmark itself and in key export markets such as the UK.

**Riverside Centre  
40 High Street  
Kingston upon Thames  
Surrey KT1 1HL**

**Tel: 020 8541 5088  
Telefax: 020 8546 6823  
E-mail: [info@dbmc.co.uk](mailto:info@dbmc.co.uk)  
Web Site: [www.dbmc.co.uk](http://www.dbmc.co.uk)**



## Danish Bacon & Meat Council

*Marketing Director: John Howard*

The Danish Bacon and Meat Council represents DS in the important UK market. Its main responsibility is the management of a major programme of marketing activity in support of Danish Bacon, which includes:-

- Advertising
- Promotional Activity
- Public Relations
- Corporate Affairs
- Market Research

The programme is developed in close co-operation with the Danish Bacon selling companies trading in the UK market.

Danish Bacon has received consistent advertising and promotional support since the 1950s. The advertising originally focused on the well known Danish stripmark and on the well known slogan “Good Bacon has Danish written all over it” which was first used at that time.

This mark was stamped on all Danish bacon sides shipped to the UK and allowed consumers to clearly identify Danish bacon at point of sale. More recently the advertising has also featured the famous Danish bacon “sizzle”. Over 90% of housewives spontaneously associate this symbol with Danish bacon.

The long-running programme of marketing support has given Danish bacon the status of a brand in the UK market. In recent research, over a quarter of consumers said that Danish was their preferred bacon.





## Danish Crown UK Limited

### **Address:**

57 Stanley Road, Whitefield, Manchester M45 8GZ

Telephone: 0161 766 1144

Fax No: 0161 766 3039

E-mail: [accounts@dbi-uk.com](mailto:accounts@dbi-uk.com)

### **Key Contacts:**

Lars Albertsen - Managing Director

Nigel Scott - Finance Director

### **Ownership of Company:**

Danish Crown, Randers, Denmark

### **Company Structure in the UK:**

Head Office and distribution, Whitefield

### **Sales office also at:**

QA Meat Company Limited

Mill Studio, 17A Stour Street, Canterbury, Kent CT1 2NR

Telephone: 01227 763 131

Fax No: 01227 464 443

E-mail: [Qameat@eepsom.freeserve.co.uk](mailto:Qameat@eepsom.freeserve.co.uk)

### **Key Contacts:**

Eric Epsom - Managing Director

Jan Timm - Sales Manager

Martin Sauer - Sales Executive

### **Product Range:**

Pork Primal Cuts, Pork Manufacturing Meats and Danish Bacon



## DBC Foodservice

### Address:

Denmark House, Parkway, Welwyn Garden City,  
Hertfordshire AL8 6JN

Telephone: 01707 323 421 - Head Office  
01730 265 200 - Trading Office

Fax No: 01707 371 765 - Head Office  
01730 231 331 - Trading Office

E-mail: [r.burke@dbcfoodservice.co.uk](mailto:r.burke@dbcfoodservice.co.uk)

### Key Contacts:

Carsten Jacobsen - Chairman

Richard Burke - Trading Director

### Ownership of Company:

Danish Crown, Randers, Denmark

### Company Structure in the UK:

Head Office: Welwyn Garden City

11 Distribution Branches.

### Product Range:

Bacon, Cooked Meats, Fresh Meat, Provisions, Dairy  
Products, Groceries and Frozen Foods

### Brand Names:

'D' Brand

### Other Information:

Full delivered wholesale supplier to the catering, butchers,  
independent retail and wholesale trades



## Direct Table Foods Ltd

**Address:**

Sopers Road, Cuffley, Herts EN6 4RY

Telephone: 01992 708 400

Fax No: 01992 708 423

E-mail: [richard.hawkins@directtable.co.uk](mailto:richard.hawkins@directtable.co.uk)

**Key Contacts:**

Ove Thejls - Chairman

Antony Stanton - Managing Director

Richard Hawkins - Sales Director

**Ownership of Company:**

Tican AmbA

**Company Structure in the UK:**

Head Office: Cuffley

Processing Plants: Cuffley

**Product Range:**

Sliced bacon in cap and vacuum packs, joints and steaks.

**Brand Names:**

Direct, Suffolk Crown

**Other Information:**

Direct supplies to multiple retailers and key foodservice operators with branded and own label bacon



## TiCan (UK) Limited

### **Address:**

Riverside House, Avon Reach, Chippenham, Wiltshire  
SN15 1EE

Telephone: 01249 461 002

Fax No: 01249 461 003

E-mail: [enquiries@ticanuk.com](mailto:enquiries@ticanuk.com)

### **Distribution Centre:**

Stockton Close, Walsall, West Midlands WS2 8LH

Telephone: 01922 619 000

Fax No: 01922 644 990

E-mail: [enquiries@ticanuk.com](mailto:enquiries@ticanuk.com)

### **Key Contacts:**

R Hitchin - Managing Director

J Wilkie - Commercial Director

### **Ownership of Company:**

TiCan Amba

### **Company Structure in the UK:**

TiCan (UK) Limited - TiCan (Chilled) Limited

### **Product Range:**

Danish Bacon & Other Nationality Bacon, Fresh Pork & Beef, Poultry, Cooked and Canned Meat, Dairy Products

### **Brand Names:**

TiCan



## Tulip Food Service Limited

**Address:**

Viking Gate 1, Caxton Way, Thetford, Norfolk IP24 3SF

Telephone: 01842 768 815

Fax No: 01842 768 816

E-mail: [tulip@tulipfoodservice.co.uk](mailto:tulip@tulipfoodservice.co.uk)

Web Site: [www.tulipfoodservice.co.uk](http://www.tulipfoodservice.co.uk)

**Key Contacts:**

Niels Ladefoged - Managing Director

**Ownership of Company:**

Tulip Food Company, Randers, Denmark

**Company Structure in the UK:**

Head Office, Thetford

**Product Range:**

Catering and Fast Food Products, Pizza Toppings, Ready Meals and Convenience Foods, Private Label Products, Manufacturing Ingredients

**Brand Names:**

Tulip, Danish Prime, SuperTops, Tender Pork, Plumrose, Danepak

**Other Information:**

Manufacturer of added value food products suited to the food service market place.



**TULIP**

**Danepak**

## Tulip Ltd

### **Address:**

Head Office:

Tulip House, Unit 5, Charles Court, Budbrooke Road,  
Warwick CV34 5LZ

Telephone: 01926 475 680

Fax No: 01926 475 688

### **Ownership of Company:**

Danish Crown a.m.b.a.

### **Company Structure in the UK:**

Head Office: Warwick

Processing Plants: Bromborough, Kings Lynn, Glenbrook,  
Thetford, Morecambe, Coalville, Corsham, Chippenham,  
Devizes, Chard, Peckham, Bexhill, Bugle, Bodmin, Redruth,  
Launceston, Linton, Ashton, Westerleigh, Bury St Edmunds,  
West Midlands.

### **Product Range:**

Sliced Bacon, prepared joints and steaks, pork products,  
premium cooked meat, cooked bacon, meal solutions and  
canned and chilled meats, chilled sausages, bacon, further  
processed bacon products, cooked meats, frankfurters, own  
label sliced cooked meats and deli meats, cooked chickens.

### **Brand Names:**

Danepak, Tulip, SPAM, STAGG, Plumrose, Celebrity,  
DAK, Belvoir, Roach Foods, Hygrade, Dalehead, Somerwest  
and Farm Fayre

  
**PLUMROSE**

**BELVOIR**

*Roach foods*

**Other Information:**

Tulip strives to ensure that the products offered are consistent with consumer needs. Coupled with investment in state-of-the-art technology, Tulip are committed to providing an efficient and effective service to the trade.

**Production Sites:**

• **Cooked Meats**

Riverview Road, **Bromborough**, Wirral, CH62 3RL

Telephone: 0151 343 4444

Fax No: 0151 343 4433

Site Director: John Larsen

• **Cooked Sliced Meat and Meat Toppings:**

Beveridge Way, Hardwick Narrows Industrial Estate,  
**Kings Lynn**, PE30 4NB

Telephone: 01553 771937

Fax No: 01553 777139

Site Director: Tony Demaine

• **Hot Cans:**

51 Seago Industrial Estate, Portadown, **Craigavon**,  
County Armagh BT63 5QE

Telephone: 028 3833 6525

Fax No: 028 3833 2497

Site Director:

Production Manager: Ken Irwin

## Tulip Ltd, cont...

- Sliced Bacon, Gammon Joints, Pork Joints, Breaded Range and Sales & Distribution of Spam and Stag:  
Caxton Way, **Thetford**, Norfolk IP24 3SB  
Telephone: 01842 851600  
Fax No: 01842 851601  
Site Director: Brian Ollershaw
- Poultry Products:  
Westgatee, **Morecambe**, Lancashire LA3 3DD  
Telephone: 01524 387000  
Fax No: 01524 387018  
Site Director: Paul Simpson
- Butchery & Cooking of Deli Hams:  
Mantle Lane, **Coalville**, Leicestershire LE67 3DW  
Telephone: 01530 836501  
Fax No: 01530 510708  
Site Director: Andrew Simmonds
- Butchery, Cooking and Slicing:  
Unit 23, Leafield Industrial Estate, Leafield Way,  
**Corsham**, Wiltshire SN13 9RS  
Telephone: 01225 811119  
Fax No: 01225 812056  
Site Director: Alan Caudwell



- Butchery, Sliced Cooked Meats & Continental Meats:  
Westmead Lane, **Chippenham**, Wiltshire SN15 3HZ  
Telephone: 01249 655911  
Fax No: 01249 656570  
General Manager: Harold Roggeveen
- Warehouse & Distribution:  
Nursteed Road, Banda Industrial Estate, **Devizes**,  
Wiltshire SN10 3DY  
Telephone: 01380 730822  
Fax No: 01380 730823  
Site Manager: Daphne Lewis
- Ham Manufacturer:  
Furnham Road, **Chard**, Somerset TA20 1AA  
Telephone: 01460 63781  
Fax No: 01460 61632  
General Manager: Harold Roggeveen
- Butchery:  
Beechings Close, **Chard**, Somerset TA20 1BB  
Telephone: 01460 63781  
Fax No: 01460 66708  
General Manager: Harold Roggeveen

## Tulip Ltd, cont...

- Chilled Sausage:  
Latona Road, Peckham, **London** SE15 6SD  
Telephone: 020 7732 8711  
Fax No: 020 7732 1221  
Operations Director: Mel Greenacre
- Premium Range Sausages:  
Ninfield Road, **Bexhill-on-Sea**, East Sussex TN39 5JP  
Telephone: 01424 892933  
Fax No: 01424 893123  
Factory Manager: Paul Bowles
- Bacon Curing, Steaks, Joints, Deboning of Legs:  
Ebenezer, Bugle, **St Austell**, Cornwall PL26 8RR  
Telephone: 01729 858585  
Fax No: 01726 851627  
Factory Manager: Darren Andrew
- Cooked Meats, Cooked Bacon, Distribution Centre:  
Newtons Margate, **Bodmin**, Cornwall PL31 1HF  
Telephone: 01208 262626  
Fax No: 01208 262662  
Factory Managers: Neil Clemes (Uncured Meats),  
Paul Holdship (Cooked Meats),  
Geoff Beszant (Cooked Bacon)

- Bacon Slicing for Retail:  
Wilson Way Industrial Estate, Poole, **Redruth**,  
Cornwall TR15 3RH  
Telephone: 01209 219757  
Fax No: 01209 203633  
Factory Manager: Tony Waterfield
- Bacon Slicing for Food Service:  
Newport Industrial Estate, **Launceston**, Cornwall  
PL15 8EX  
Telephone: 01566 776669  
Fax No: 01566 776226  
Factory Manager: Jon Rickard
- Abattoir, Pork Butchery, Retail Packing of Fresh Pork &  
Lamb, Sausages:  
Cambridge Road, Linton, **Cambridge**, CB1 6JD  
Telephone: 01223 891000  
Fax No: 01223 891117  
Site Director: Stuart Hands
- Abattoir, Pork Butcher, Retail Packing of Fresh Pork:  
Bow Street, **Dunkinfield**, Cheshire SK16 4HY  
Telephone: 0161 339 6000  
Fax No: 0161 214 8554  
Site Director: Phil Major

## Tulip Ltd, cont...

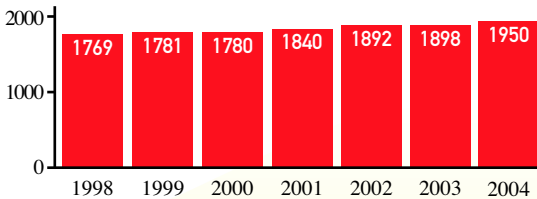
- Abattoir, Pork Butchery, Retail Packing of Fresh Pork:  
Oakleigh Green, Old Newton, Westerleigh,  
**Bristol BS37 8QZ**  
Telephone: 01179 571919  
Fax No: 01179 573188  
Site Director: Peter Colvin
- Lamb Butchery, Retail Packing of Lamb, Bacon  
Preparation, Slicing and Packing:  
1 Eastern Way, **Bury St Edmonds**, Suffolk IP32 7AB  
Telephone: 01284 717926  
Fax No: 01284 717929  
Factory Manager: Tom Begg
- Deboning & Retail Packing:  
George Henry Road, **Tipton**, West Midlands, DY4 7BZ  
Telephone: 0121 522 0700  
Fax No: 0121 522 2323  
Factory Manager: Josh Gill (Wholesale)  
Lee Coates (Retail)

# Statistical Information

## 1. Danish Industry

### 1.1 Production of Danish Pigmeat

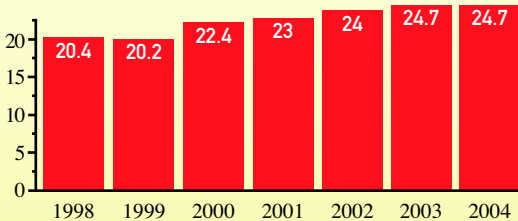
'000 tonnes



Source: DS

### 1.2 Danish Pig Supplies

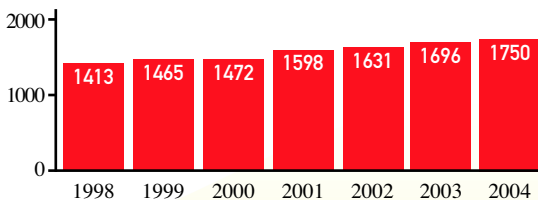
m.pigs



Source: DS Members

### 1.3 Danish Pigmeat Exports

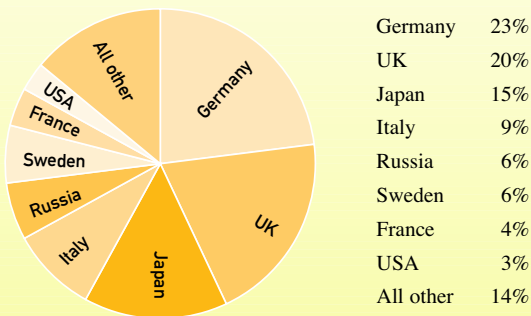
'000 tonnes



Source: DS

### 1.4 Danish Pigmeat Exports by Destination 2004

value

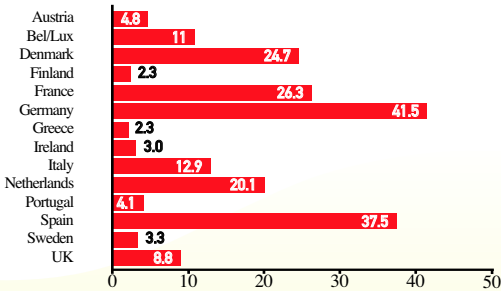


Source: DS

## 2. European Union

### 2.1 Pig Production

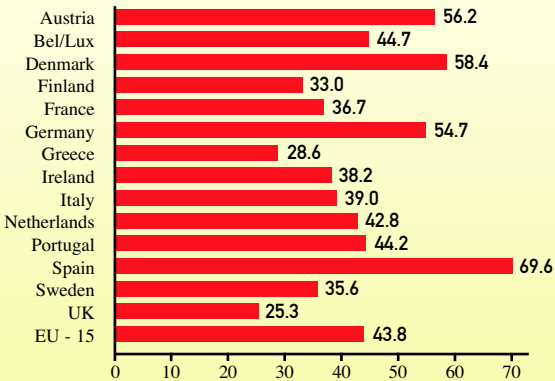
2004 - m.pigs



Total EU-15 Production: 203.1

Source: ZMP

### 2.2 EU Pigmeat Consumption (Kg per head per annum)

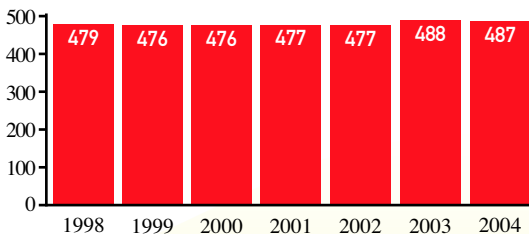


Source: Eurostat 2003

### 3. UK Bacon Market

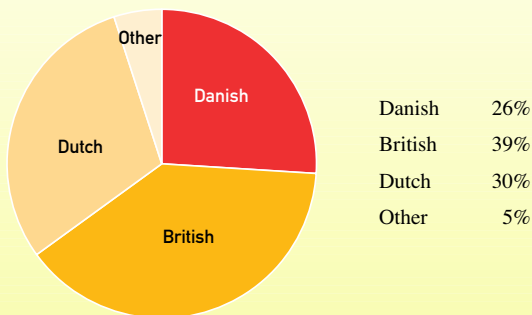
#### 3.1 UK Bacon Supplies

'000 tonnes



Source: MLC

#### 3.2 Country Share of UK Bacon Supplies

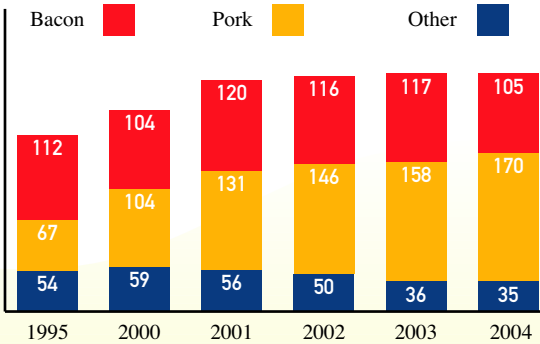


Source: DBMC estimate 2005



## 3.3 Danish Pigmeat Exports to the UK

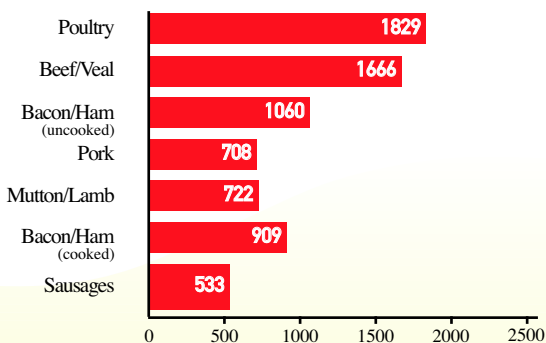
'000 tonnes



Source: Danmark Eksport Statistik

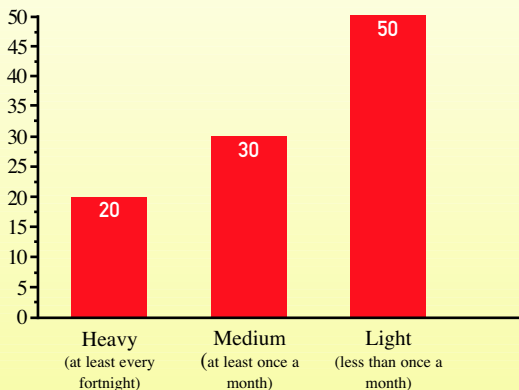
## 4. Bacon Purchasing

### 4.1 Consumer Expenditure on Meat & Bacon £ million



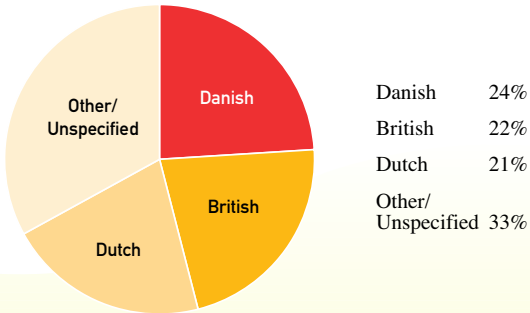
Source: National Food Survey 2003

### 4.2 Bacon: Frequency of Purchase



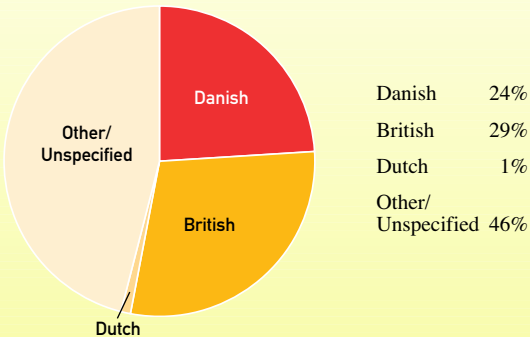
Source: TNS 2003

**4.3 Country Share of Bacon Rasher Purchases**



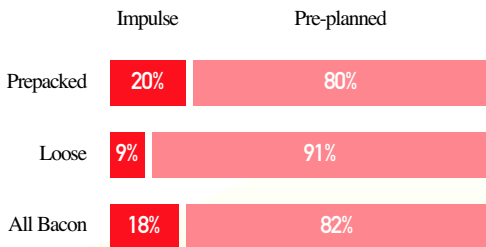
*Source: TNS Superpanel 2004*

**4.4 Bacon: Preference for Country's Bacon (First Mention)**



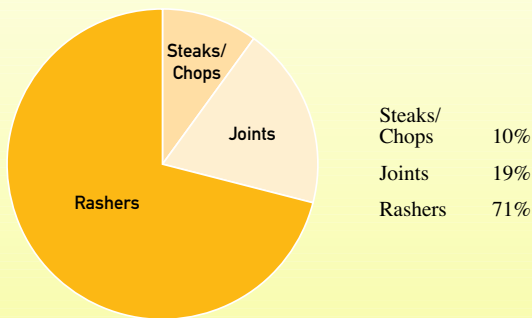
*Source: NOP 2004*

#### 4.5 Bacon: Impulse Purchase



*Source: Grosvenor Bacon Shopper's Survey 2001*

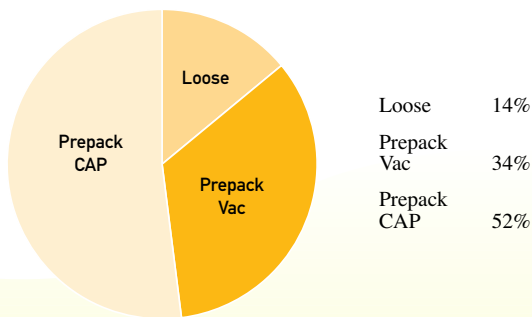
#### 4.6 Bacon: Product Shares (Volume)



*Source: TNS Superpanel 2004*

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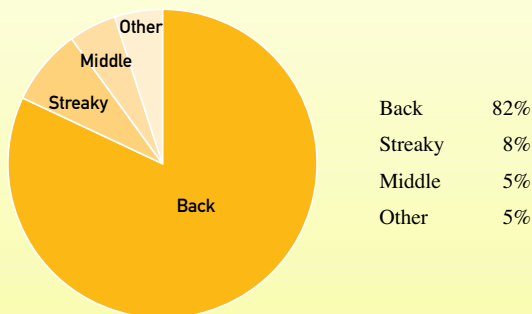
#### 4.7 Bacon Rashers: Loose v. Prepacked (Volume Shares)



*Source: TNS Superpanel 2004*

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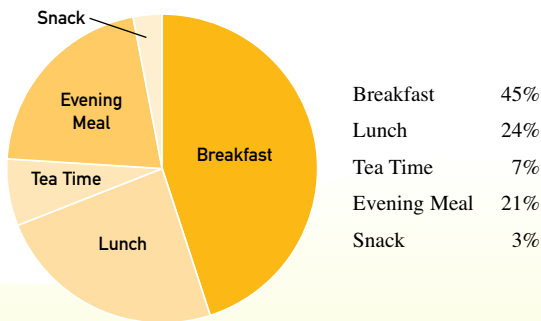
#### 4.8 Bacon Rashers: By Type (Volume Shares)



*Source: TNS Superpanel 2004*

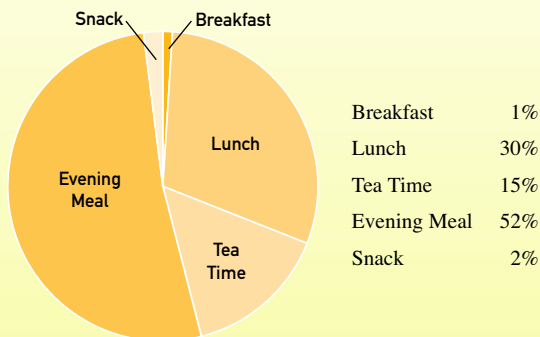
## 5. Bacon Usage

### 5.1 Bacon Rashers: Use by Meal Occasion



*Source: Taylor Nelson Family Food Panel 2003*

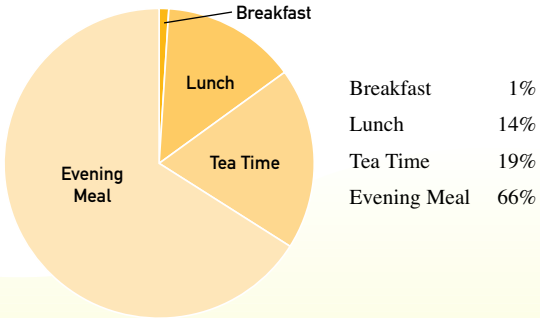
### 5.2 Bacon Joints: Use by Meal Occasion



*Source: Taylor Nelson Family Food Panel 2003*

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### 5.3 Bacon Steaks: Use by Meal Occasion



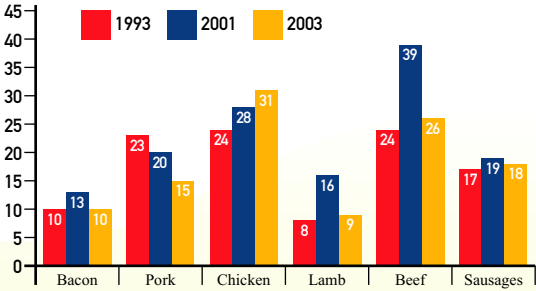
*Source: Taylor Nelson Family Food Panel 2003*

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## 6. Attitudes to Safety/Welfare

### 6.1 Meat Safety

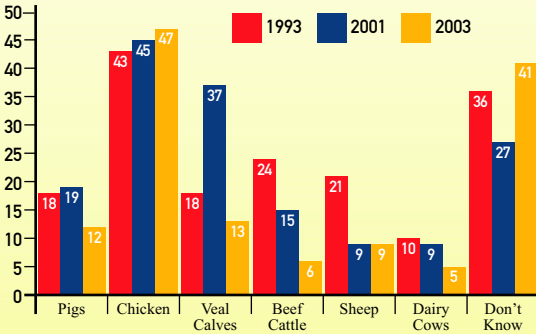
"Would you consider that the question of safety applied when eating any of these foods on this list or not?" (%)



Source: NOP

### 6.2 Animal Welfare

"Some animals produced for us to eat have been said to have been treated more unkindly and cruelly than others? Can you think of any animals that are treated more badly than others?" (%)



Source: NOP



# General Information on Denmark and Danish Agriculture

## Population:

5.4 million

## Main Regions:

Jylland (Jutland)

Island of Sjaelland (Zealand)

Fyn (Funen)

Lolland-Falster

Bornholm

*(The Kingdom of Denmark also includes Faroe Islands and Greenland)*

## Main Cities:

Copenhagen (pop: 1.1m)

Aarhus (pop: 293,500)

Odense (pop: 185,000)

Aalborg (pop: 163,000)

Esbjerg (82,400)

## Agriculture:

Pigmeat accounts for over a third of total agricultural output from Denmark.

Over two-thirds of Danish farm production is exported (DKK 55 billion in 2004).

Agricultural products account for almost 10% of total Danish export trade.

Average farm size in Denmark is 55 hectares, second largest in EU after the UK.

Farm productivity has increased on average by 3% per annum over the last 30 years.

Nearly all Danish farms are owner occupied.





**Danish Bacon & Meat Council**  
**Riverside Centre**  
**40 High Street**  
**Kingston-upon-Thames**  
**Surrey KT1 1HL**

**Tel: 020 8541 5088**

**Fax: 020 8546 6823**

**Email: [info@dbmc.co.uk](mailto:info@dbmc.co.uk)**

**Web Site: [www.dbmc.co.uk](http://www.dbmc.co.uk)**