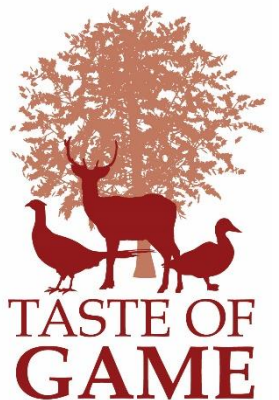


22 October 2019

The market for game meat

- *Game meat sales have risen 41.6% between 2013 and 2018 up 5% in 2018 expected to rise another 14% by 2022.*
- Online game meat sales are up 133% this is due to accessibility but shows the strength of the growing market



What the consumer is saying

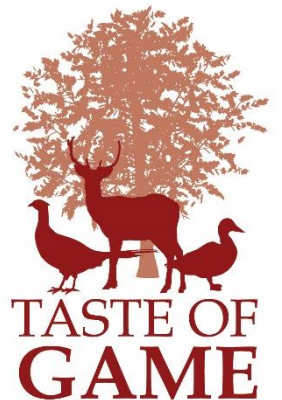
Research has evidenced huge opportunities in the game meat market

- British origin important to 40% of consumers. Game meat is very much a local/British market (Mintel 2017/18)
- 72% of people do not eat Game – this shows the huge opportunities in the game meat market. (Consumer cooks an evening meal from start to finish in under 30mins (Kantar 2017)



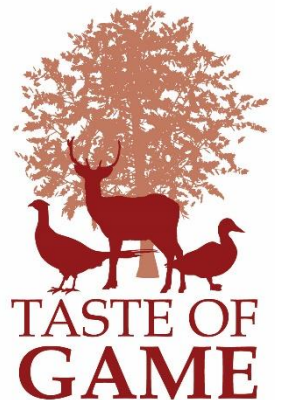
What the consumer is saying

- 67% of meat eaters/buyers agree that recipe suggestions are a good way to learn how to experiment with different types of meat. (Mintel 2017/18)
- 72% of meat eaters/buyers agree there should be more environmentally friendly packaging for meat (Mintel 2017/18)
- 33% of UK adults say they look for new foods/flavours to try all or most of the time (Mintel 2017/18)
- 28% of meat buyers look for low fat varieties (Mintel 2017/18)
- 42% of meat eaters/buyers say they buy premium cuts at the weekend (Mintel 2017/18)



What the consumer is saying

- 25-34-year-olds have the widest meat repertoires (Mintel 2017/18)
- The other hurdle game has to overcome is the lack of cooking familiarity, and Mintel's correspondence analysis shows that game is the meat that is most closely associated with "difficult to cook safely". Emphasising easy-to-cook formats and providing easy-to-follow instructions remain important here. (Mintel 2017/18)



What can be done.....

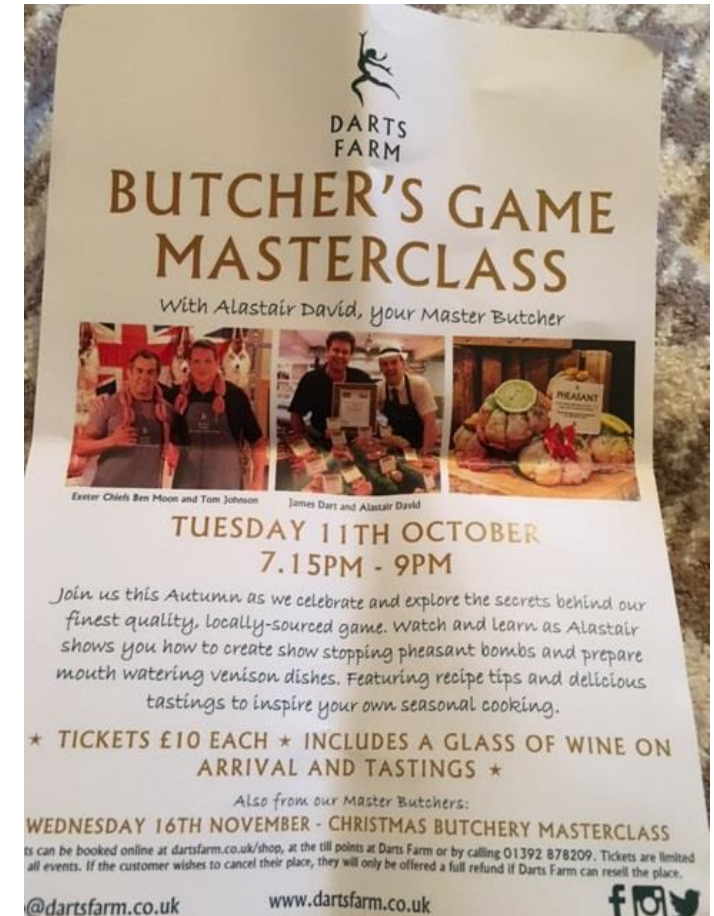
- The ultimate aim is to increase sales for the butcher and increase the game meat market making it more sustainable.



Make game more accessible

- encourage more butchers to have game on sale
- rather than just offer to get it in

ToG are often asked – at demo's and events – *'where can we get it'*



Make game more noticeable

- put it pride of place in the counter
- label it well



Develop new products

- Know your market – if your customer likes cheap cuts develop products using those
- Do something relevant to the time of year or what is in season i.e. blackberry sauce, wild garlic etc.
- Whatever you do with chicken you can do with pheasant and what ever you do with beef you can do with venison.







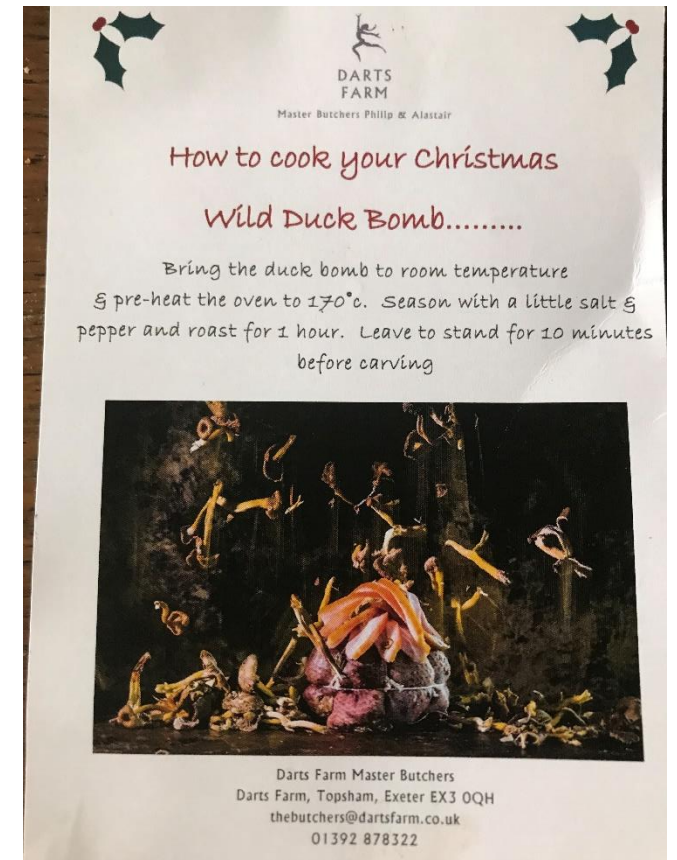
Add offers

- Include a jar of sauce or rub in the price - everyone loves a fajita! Or curry
- Put the product on special offer to encourage the consumer to buy or try and increase sales



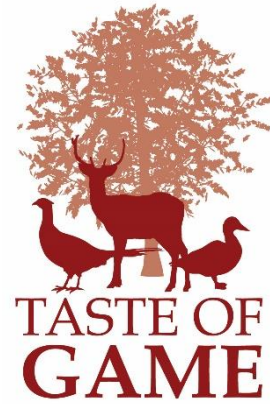
Give them cooking instructions

- They are not going to buy it if they don't know how to cook it or if they do and over or under cook it they will never buy it again
- Easy cooking instructions
- Stickers or leaflets



What are ToG doing

- Adding value - Sponsorship
- Recipe leaflets
- Developing recipes
- Tasting
- Demonstrations
- Increasing standards



**LOCAL,
HEALTHY &
DELICIOUS**

Putting a wild twist on
known and loved recipes

tasteofgame.org.uk

Lead Shot

- although no evidence of lead shot poisoning it is due to be banned
- to be replaced with copper or bismuth
- Waitrose gone lead free and buying through Lincolnshire Game
- Booths are also thinking about it
-





Best Butcher

www.eatgameawards.co.uk