

BRITISH
GROWERS
CONFERENCE
ASSOCIATION
TOMATO

Welcome back!

Thank you to our morning
sessions sponsor, De Ruiter Seeds



And to our afternoon sessions
sponsor, Gautier Semences



BRITISH
GROWERS
CONFERENCE
ASSOCIATION
TOMATO

British tomato fortnight 2022

Jessica Nazaire and Abigail Clayton

Account director and Account manager
Jack and Grace Communications

Sponsored by:



British Tomato Fortnight

2022

jack &
grace.
COMMUNICATIONS
WITH PURPOSE

the context was tricky... and we *still* overachieved all our objectives

- We were agile
- We developed versatile assets
- We used all communication channels
- We developed a partnership with a high-profile premium brand – and were supported by other smaller brands too



jack &
grace.

a reminder of our communication objectives

Persuade consumers that British toms taste better than imported varieties

Promote British tomatoes as sustainable and better for the local economy

Inspire consumers to buy premium varieties of British toms

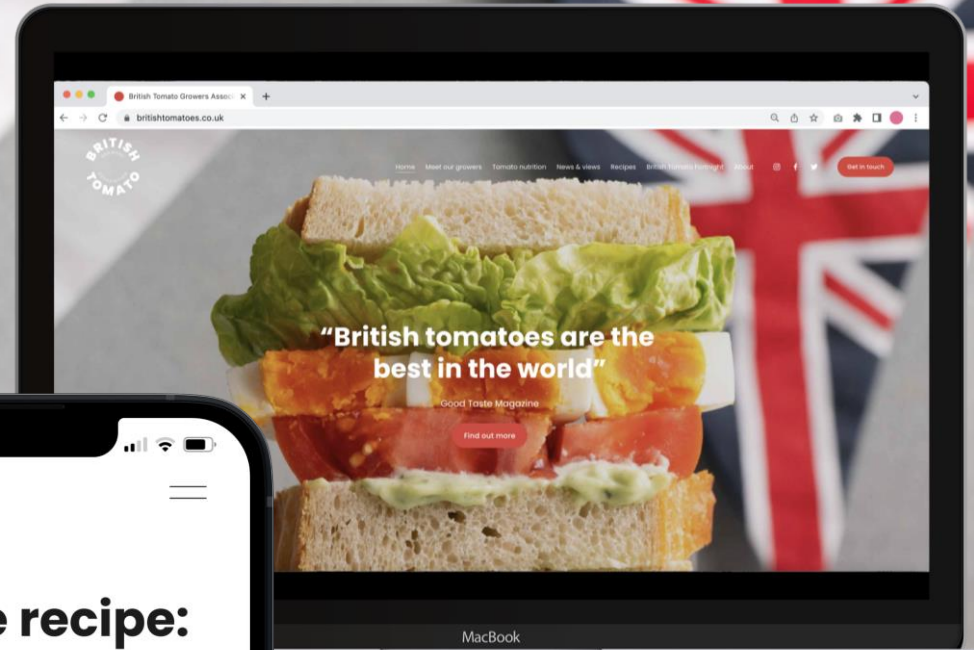
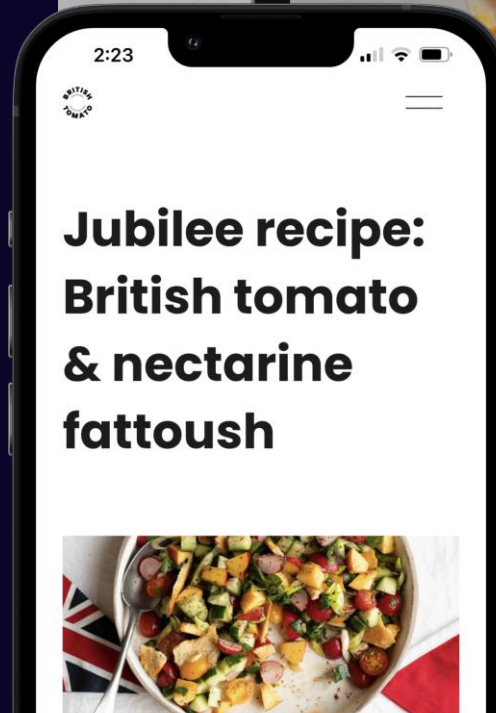
Inspire consumers to ask retailers to stock British toms

the highlights



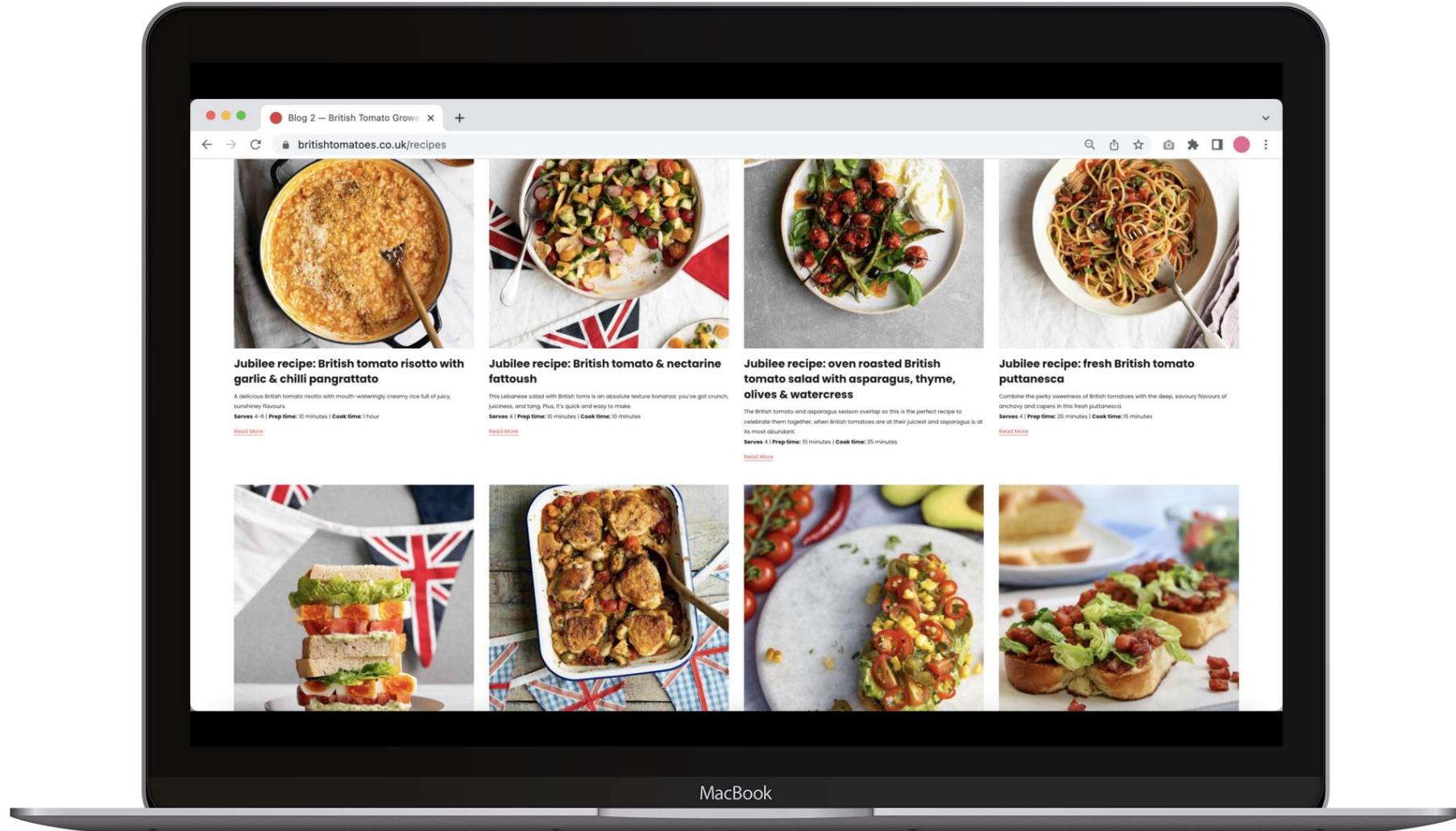
a royal theme

This year, the **Platinum Jubilee** fell during the fortnight, providing us with the perfect theme for our consumer activity. We developed a suite of recipes perfect for royal celebrations and encouraged our loyal community of foodies online to share their Jubilee recipes featuring British toms.



jack & grace.

new recipes



MacBook

a new partnership with Maldon Salt

Maldon Salt was a perfect match for our campaign: a beloved, British staple in pantries across the country. We launched a giveaway competition on Instagram, which ran for a week.

During this time, we saw our reach increase by 900%, and our engagements up by 900%. We also saw 320 new accounts start following us.

57k
people follow
Maldon Salt

16,740
people
reached

1,774
people liked
the post, 456
commented and
64 saved it

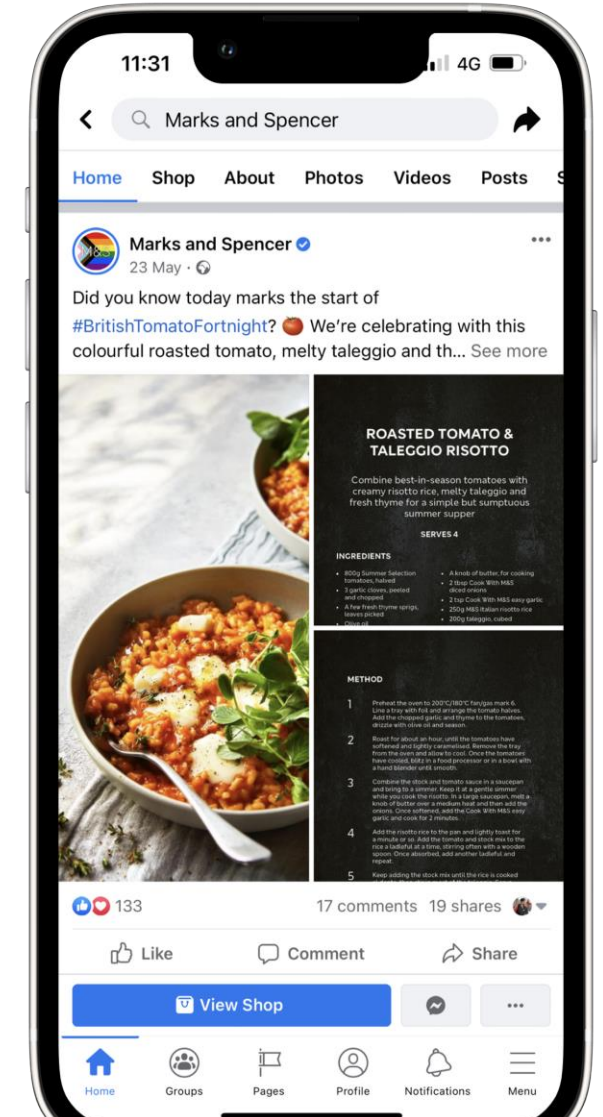
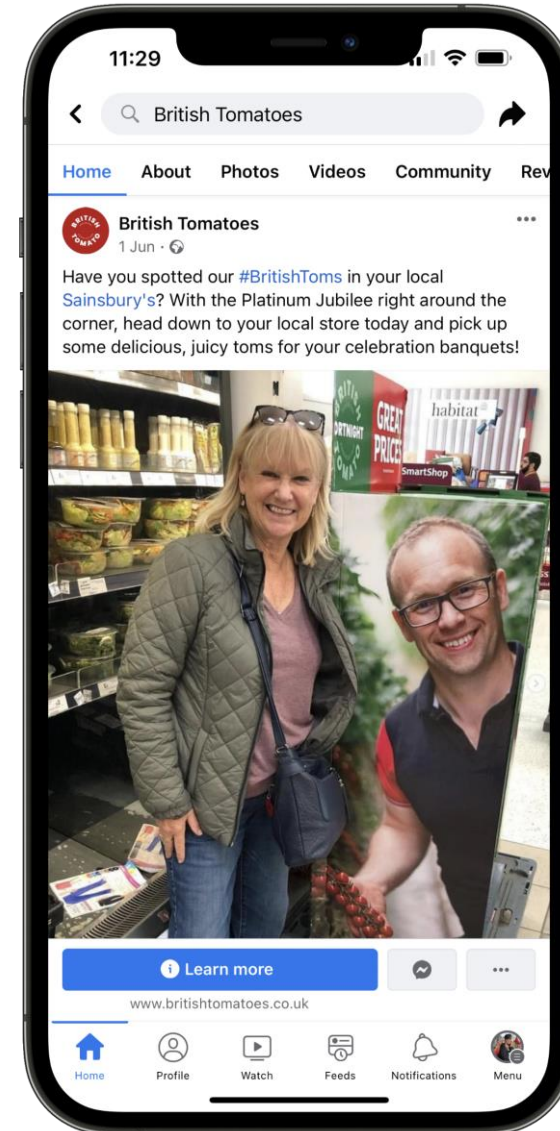


retailer support: Aldi, Sainsbury's and M&S

We worked with **Aldi** to create an educational piece around the importance of buying British tomatoes for their internal employee website.

Thanks to the brilliant support from the **Sainsbury's** team in promoting British produce, Roly featured on in-store promotions nationwide. We used this as a hook to develop a local press story and plenty of social media collateral.

We received exceptional support on social media from **M&S** too, who shared recipes for BTf twice to their audience of over **7.5 million followers on Instagram and Facebook**.



media coverage results (at-a-glance)

69

pieces
of coverage overall

43.5 million

total reach

20 pieces

of broadcast
coverage

11 million

reached through
broadcast

1,000% increase
from 2021

Our **69** pieces of coverage broken down:

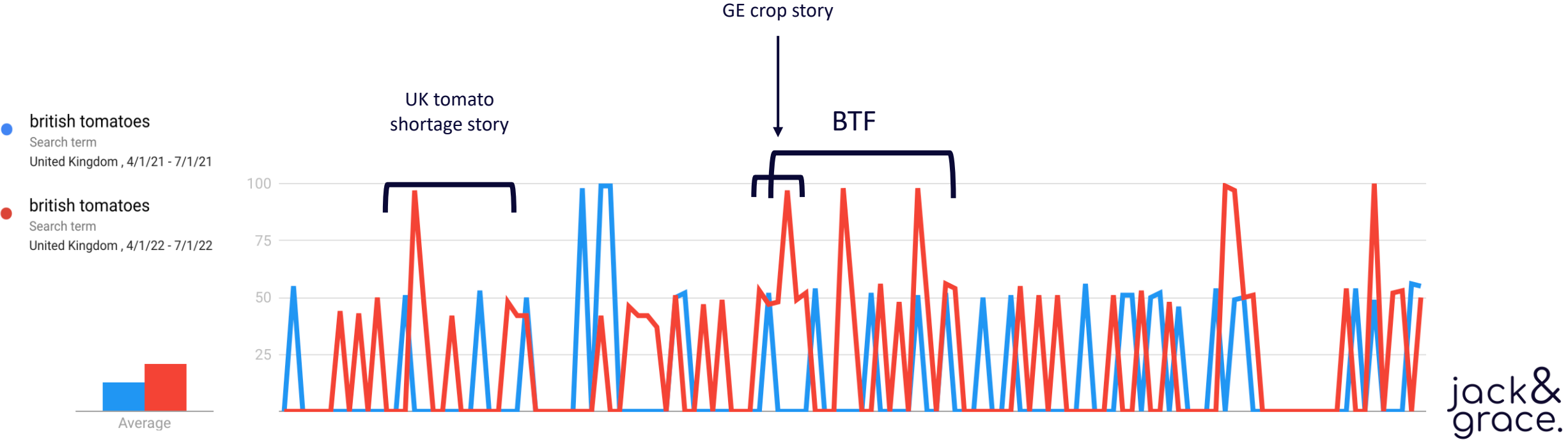
- 8 pieces of national coverage
- 33 pieces of regional coverage
- 12 pieces of consumer coverage
- 9 pieces of trade coverage
- 7 pieces of email and blog coverage

Some of our highlights include coverage in *The Sun*, *The Independent*, *Top Santé* and lots of *BBC Local Radio* interviews.

the impact of our coverage

Searches for "British tomatoes" were **up by 57%** from last year (from April – August). This isn't solely down to our coverage – as noted below (and as a result, not all mentions will be positive).

By securing coverage across four months, we were able to increase and sustain interest in British tomatoes throughout the first half of the season.



coverage highlights



The INDEPENDENT

British Tomato Fortnight: Five delicious, seasonal recipes

Make the most of a great British ingredient

Thursday 26

Facebook Twitter Instagram



Food fit for a Queen

Enjoy a right royal banquet with your family, friends and neighbours with these modern takes on classic street party treats

elli with basil mayo

Ingredients:
 4 x 100g packets of elli
 100g mayonnaise
 1 tsp dried basil
 1 tsp olive oil
 100g parmesan or other white hard cheese, finely grated
 100g cheddar, finely grated

Method:
 1. In a small pan of water to the boil and simmer the eggs for 10 minutes before draining and cooling under cold running water.
 2. In a bowl, whisk the mayo, basil and olive oil together. Add the parmesan and cheddar and mix well.
 3. Peel the eggs, then cut into thick slices. Spread both sides of the bread with the mayo, then layer up with the egg, lettuce leaves and tomato slices.
 4. Season the tomato with a little salt, then cut through the pieces of bread on top and cut in half. Perfect with salt and vinegar chips!

Recipe by the British Tomato Growers Association for the British Tomato Fortnight takes place until June 5, 2022.

Sunemployment

Edited by Jane Hamilton

Helping you to find work

thesun.co.uk/sunemployment

Tomatoes a plum job

ARE you the cream of the crop? Then pick up a job as a tomato grower. British tomato season is in full swing and there are dozens of jobs for specialist staff including trimmers, crop supervisors and groundworkers. Duncan Toms, general manager at the Green House Growers, which has farms in Sussex and Norfolk, says: "We employ people who share our values and care about the environment, sustainability, and quality of produce. The ideal candidate is a self-starter, self-motivated and would enjoy working with plants. "Our working environment is peaceful, calm and enjoyable. We offer really flexible working hours, so if you have competing work or family commitments then we're happy for you to work around those." Search for jobs near you at british-tomatoes.co.uk/meet-our-growers and thegreenhousegrowers.co.uk/jobs.

VINE TIME... grower

BBC RADIO 2

Sunday Mirror

elli with basil mayo

Ingredients:
 4 x 100g packets of elli
 100g mayonnaise
 1 tsp dried basil
 1 tsp olive oil
 100g parmesan or other white hard cheese, finely grated
 100g cheddar, finely grated

Method:
 1. In a small pan of water to the boil and simmer the eggs for 10 minutes before draining and cooling under cold running water.
 2. In a bowl, whisk the mayo, basil and olive oil together. Add the parmesan and cheddar and mix well.
 3. Peel the eggs, then cut into thick slices. Spread both sides of the bread with the mayo, then layer up with the egg, lettuce leaves and tomato slices.
 4. Season the tomato with a little salt, then cut through the pieces of bread on top and cut in half. Perfect with salt and vinegar chips!

Recipe by the British Tomato Growers Association for the British Tomato Fortnight takes place until June 5, 2022.

Coronation chicken salad

Ingredients:
 200g cooked chicken, shredded
 100g mayonnaise
 100g natural yogurt
 100g raisins
 100g cashew nuts, finely chopped
 100g green peas, frozen and thawed
 100g cucumber, finely chopped
 100g spring onions, finely chopped
 100g red onion, finely chopped
 100g tomato, finely chopped
 100g coriander, finely chopped
 100g lime juice
 100g salt and pepper to taste

Method:
 1. In a large bowl, combine the chicken, mayonnaise, yogurt, raisins, cashew nuts, green peas and tomato. Mix in a few batches.
 2. Add the cucumber, spring onions, red onion, green peas and tomato. Mix in a few batches.
 3. Add the coriander, lime juice and salt and pepper to taste. Mix in a few batches.
 4. Chill in the fridge for 30 minutes before serving.

Easy pork sausage rolls

Ingredients:
 100g pork mince
 100g onion, finely chopped
 100g carrot, finely chopped
 100g mushrooms, finely chopped
 100g breadcrumbs
 100g egg, beaten
 100g salt and pepper to taste

Method:
 1. In a large bowl, combine the pork mince, onion, carrot, mushrooms, breadcrumbs, egg and salt and pepper to taste. Mix in a few batches.
 2. Roll the mixture into sausage rolls and bake in the oven for 20 minutes.

Chicken, cucumber and herb mayo sandwiches

Ingredients:
 100g chicken, shredded
 100g cucumber, finely chopped
 100g mayonnaise
 100g salt and pepper to taste

Method:
 1. In a large bowl, combine the chicken, cucumber, mayonnaise and salt and pepper to taste. Mix in a few batches.
 2. Spread the mixture on bread and serve.

Jubilee white chocolate cheesecake

Ingredients:
 100g butter
 100g white chocolate
 100g cream cheese
 100g sugar
 100g gelatin
 100g salt and pepper to taste

Method:
 1. Melt the butter and white chocolate in a double boiler.
 2. Add the cream cheese, sugar and gelatin. Mix in a few batches.
 3. Pour the mixture into a cheesecake tin and chill in the fridge for 2 hours.

TOP Santé

20 Page special

HOW TO BEAT DIABETES

Lower your blood sugar • Avoid Type 2 • Easy low-carb meals • more!

TRIM YOUR STOMACH

6 easy at-home exercises for a flatter tum

LISA SNOW DEN 'I feel fab at 50'

Her tips on being happy and radiant

CRUSH SUGAR CRAVINGS! Top tips from our low-carb expert

5 HEALTHY TOMATO RECIPES Refreshing, nutritious summer dishes to make now!

Terrific TOMS

With British Tomato Fortnight from May 23 – June 5, now's the time to celebrate the humble tom, especially those grown in the UK. Add some sunshine and colour with these fabulous recipes – perfect for a Platinum Jubilee party!

TOMATO & BECTARINE FATTOUSH

This Lebanese salad is a healthy breeze to put together. It's packed with fresh, juicy tomatoes and bectarine (a type of melon) and is perfect for a summer picnic. Add some UK-grown tomatoes and bectarine to your shopping list.

Ingredients:
 1kg tomatoes, sliced
 1kg bectarine, sliced
 100g cucumber, sliced
 100g red onion, sliced
 100g mint leaves, finely chopped
 100g parsley, finely chopped
 100g salt and pepper to taste

Method:
 1. In a large bowl, combine the tomatoes, bectarine, cucumber, red onion, mint and parsley. Mix in a few batches.
 2. Add the salt and pepper to taste. Mix in a few batches.
 3. Chill in the fridge for 30 minutes before serving.

Tip: The creaminess of the dressing is what makes this dish so special. Try using a different oil or vinegar if you prefer.

coverage highlights



OVEN ROAST TOMATO SALAD WITH ASPARAGUS, THYME, OLIVES & WATERCRESS

The British tomato and asparagus season overlap, so this is the perfect recipe to celebrate them together, when British tomatoes are at their juiciest and asparagus is at its most abundant.

Serves 4

- 500g baby tomatoes
- 8 garlic cloves, peeled
- A few sprigs of thyme
- A few sprigs of rosemary
- 2 tsp olive oil, plus extra to drizzle
- 500g British asparagus, trimmed ends discarded
- 2 tsp black olives, pitted
- 100g watercress
- Juice of 1/2 lemon

1 Preheat the oven to 200°C (392°F). 2 Place the tomatoes in a large baking tray, making sure there's plenty of space for the asparagus later. Prick each one with the tip of your knife. Use the side of the knife to flatten the garlic, then throw into the tray with the herbs and 3 tsp oil. Season lightly and toss everything with your hands. 3 Remove the tomatoes from the oven, gently press them down with a potato masher or big spoon to release some of their juices. Return to the hot oven for another 12-15 mins until the asparagus is just coloured and tender. 4 Meanwhile, lightly dress the watercress with the extra-virgin olive oil, a small squeeze of lemon and some seasoning. Toss and spread out on a platter. 5 Remove the tomatoes and asparagus, and spoon everything over the watercress. Drizzle over any pan juices. This should dress the salad a bit more, and serve immediately with mozzarella and fresh bread.

This recipe involves a few clever tricks: cooking your tomatoes in the oven as it heats means they cook more slowly, giving them time to get sweet before you add the asparagus. And picking your tomatoes means they slowly deflate rather than burst.

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FRESH TOMATO PUTTANESCA

You've probably made the cooked version of this, but have you tried the fresh one? Here you're harnessing the wonderful, perky sweetness of British tomatoes and combining them with the deep, savory flavors of anchovy and capers. You just need to make sure the pasta is hot when you add it to the sauce.

Serves 4

- 500g baby tomatoes
- 2 tsp olive oil, plus extra to serve
- 8 garlic cloves, chopped
- 8 anchovy fillets, chopped
- 1/2 tsp chili flakes (or a little more if you like)
- 3 tsp capers
- 2 tsp pitted black olives, roughly chopped
- 300g spaghetti, fusilli or penne
- 2 handfuls of parsley leaves, chopped

1 Bring a pan of salted water to the boil. Halve the tomatoes, then squeeze out and discard the seeds. Roughly chop them and transfer to a large bowl. 2 Add your pasta to the pan and cook until al dente, or however you like it. 3 Meanwhile, add the oil to a medium frying pan over a low heat, and warm the garlic, anchovies and chili, cooking gently until the garlic begins to turn a light golden colour. 4 Turn the heat up to medium and add the capers and olives. Drop everything is hot and sizzling, take off the heat and stir in the tomatoes so they get covered in the delicious oil. Add the parsley and season well. 5 Drain the pasta, tossing a top of the pasta water. Pour the hot pasta straight onto the tomatoes, stirring well so every bit of pasta is coated. 6 Add a dash of cooking water if you need to loosen the sauce. 7 Immediately transfer to plates and serve with an extra pinch of chili flakes and a drizzle of oil, if you like.

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NOURISHMENT | TOMATOES

ELT WITH BASIL MAYO

This is the simplest of combinations, but it really works. Something magical happens when a halved egg and juicy British tomato meet. Make your own mayo from scratch if you prefer.

- Makes 2
- 2 medium eggs
 - 100g shop-bought mayonnaise
 - 1/2 tsp Dijon mustard
 - Handful of basil leaves
 - 4 slices of white sandwich bread or baguette
 - 1/2 tsp green leaves or other lettuce leaves
 - 1 tsp ripe tomato, thickly sliced

1 Bring a small pan of water to the boil and simmer the eggs for 10 mins, before draining and cooling under cold running water. 2 Meanwhile, place the mayonnaise, mustard and basil leaves in a cup and use a hand blender to blitz until you have a bright green mayo. 3 Peel the eggs, then cut into thick slices. Spread both sides of the bread with mayo, then layer up with the egg, lettuce leaves and tomato slices. Season the tomato with a little salt, then sit the other half of bread on top and cut in half. Serve with your choice of crisp salad and vinegar is a particularly good match.

Did you know? An 80g serving of tomatoes counts as one of your 5 A Day - that's roughly one tomato or seven cherry tomatoes. The same serving amount also provides about 5 per cent of your daily potassium, which is associated with lower rates of stroke.

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NOURISHMENT | TOMATOES

CHICKEN, TOMATO, OLIVE & CIABATTA TRAYBAKE

A brilliant one-pan lunch or dinner, this requires very little chopping and even less washing up. The bread absorbs all the delicious chicken, fennel and tomato juices, so every mouthful is thrilling. And it's a great way to use stale bread and to use British tomatoes when they're at their ripest. This can also be done with a whole chicken, just scatter everything around it in the tray.

Serves 4-6

- 800g tomatoes, mix of sizes and colours
- A head of garlic, cloves separated and unpeeled
- 2 tsp olive oil, plus extra to drizzle

1 Preheat the oven to 180°C/350°F fan/gas mark 4. Prick any small tomatoes with the end of your knife and cut any large ones into chunks. Gently squish the garlic cloves with the back of your knife. 2 Drizzle the bottom of your largest baking tray with a little oil, then spread out the chicken skin-side down and season the top. In a large bowl, toss together all the other ingredients (except the bread and 1 tsp oil) with some seasoning. Pile into the tray around the chicken and roast for 18 mins. Toss the bread in the remaining tablespoon of oil and put to one side. 3 Remove the tray from the oven. Working quickly, move the chicken to a plate, then add the bread and, with a fork, toss it well in all the tomato juices. Return the chicken to the tray and smudge it in, skin-side up. Return the tray to the oven for a further 30 mins, stirring once so the bread doesn't catch. 4 Once until the chicken is golden and the juices run clear, remove from the oven and allow to rest for 5 mins. Delicious with a green salad.

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Tomato and Nectarine Fattoush

The Lebanese salad is an absolute treasure bonanza you've got crunch, juiciness, and tang. Don't worry if you don't have all the ingredients, go with whatever you have in your fridge. Many things work in this -蚕 peas, sweetcorn, fennel, pomegranate seeds, celeriac, kohlrabi, bread beans, raw asparagus, pineapples, plums and grapes.

- Serves 4**
- 2 large pita bread or other flatbread, opened up like a book
 - 1 tsp olive oil
 - 1 nectarine, not too ripe, de-stoned and chopped
 - 1 cucumber, de-seeded and chopped
 - 100g 1/5 of radishes, chopped
 - 250g 1/2 cut-up baby tomatoes, mix of colours, halved
 - A large handful each of parsley and mint leaves, roughly chopped
 - 3 spring onions, finely sliced
 - 1 tsp sumac (or extra lemon)
 - Juice of 1/2 lemon

1 Preheat the oven to 200°C (392°F) fan/400°F Gas 6. Lay out the pita, toast side-up on a small tray and brush both sides in a tablespoon of oil. Season lightly and place in the oven for 7-10 minutes until crisp and light golden. Remove and leave to cool. 2 Place everything except the oil and lemon in a big salad bowl. 3 Break in the crisp pita, season well, then throw in the sumac, squeeze in the lemon and drizzle over the olive oil. Toss everything well with your hands, then taste and adjust as you see fit.

Recipe by The British Tomato Growers' Association, britishtomatoes.co.uk

Oven Roast Tomato Salad with Asparagus, Thyme, Olives and Watercress

- Serves 4**
- A few sprigs of rosemary
 - 2 tsp olive oil, plus extra to drizzle
 - 500g 1/2 cut-up baby tomatoes, mix of colours
 - 4 tsp pitted black olives, halved
 - 100g 1/5 of watercress
 - Juice of 1/2 lemon
 - 1 tsp extra-virgin olive oil

1 Place the tomatoes in a large baking tray, making sure there's plenty of space for the asparagus later. Prick each one with the tip of your knife. Use the side of the knife to gently flatten the garlic, then throw into the tray with the herbs and 3 tsp olive oil. Season lightly and toss everything with your hands. 2 Place in the middle of the oven and preheat the oven to 200°C (392°F) fan/400°F Gas 6. Leave in the oven until your oven reaches temperature (you want them in there for at least 15-20 minutes). Meanwhile, toss the asparagus in the remaining tablespoon of oil and put to one side. 3 Meanwhile, lightly dress the watercress with the extra-virgin olive oil, a small squeeze of lemon and some seasoning. Toss and spread out on a platter. 4 Remove the tomatoes and asparagus, and spoon everything over the watercress. Drizzle over any pan juices. This should dress the salad a bit more, and serve immediately with fresh bread.

Recipe by The British Tomato Growers' Association, britishtomatoes.co.uk. Buy British tomatoes in store from March to October.

- 500g 1/2 cut-up baby tomatoes
- 4 garlic cloves, pitted
- A few sprigs of thyme

CHICKEN, TOMATO, OLIVE & CIABATTA TRAY BAKE

Ingredients: 800g tomatoes, 8 chicken thighs, 5 tsp olive oil, plus extra to drizzle, A head of garlic, cloves separated and unpeeled, 6 thyme sprigs, 2 tsp capers, 4 tsp mix of black or green olives, 1/2 tsp chili flakes, 150g stale ciabatta or white sourdough, in large pieces

1 Preheat the oven to 180°C/350°F fan/gas mark 4. Prick any small tomatoes with the end of your knife and cut any large ones into chunks. Gently squish the garlic cloves with the back of your knife. 2 Drizzle the bottom of your largest baking tray with a little oil, then spread out the chicken skin-side down and season the top. In a large bowl, toss together all the other ingredients (except the bread and 1 tsp oil) with some seasoning. Pile into the tray around the chicken and roast for 18 mins. Toss the bread in the remaining tablespoon of oil and put to one side. 3 Remove the tray from the oven. Working quickly, move the chicken to a plate, then add the bread and, with a fork, toss it well in all the tomato juices. Return the chicken to the tray and smudge it in, skin-side up. Return the tray to the oven for a further 30 mins, stirring once so the bread doesn't catch. 4 Once until the chicken is golden and the juices run clear, remove from the oven and allow to rest for 5 mins. Delicious with a green salad.

KOFI'S GOOD THINGS

Listen on **SOUNDS**

Enjoy best of British tomatoes with these delicious dishes

MATTHEW PANTER (@matthewpanter@btinternet.com) is the officially British Tomato Fortnight where we celebrate all the delicious, juicy tomatoes grown here in the UK!

The annual event is hosted by The British Tomato Growers' Association to encourage more people to buy British as it's more sustainable, better for the local economy and more tasty!

In celebration of the Platinum Jubilee, a suite of recipes for street parties, picnics in the park and family barbecues at home have been created.

CHICKEN, TOMATO, OLIVE & CIABATTA TRAY BAKE

Ingredients: 800g tomatoes, 8 chicken thighs, 5 tsp olive oil, plus extra to drizzle, A head of garlic, cloves separated and unpeeled, 6 thyme sprigs, 2 tsp capers, 4 tsp mix of black or green olives, 1/2 tsp chili flakes, 150g stale ciabatta or white sourdough, in large pieces

ELT WITH BASIL MAYO

Ingredients: 4 medium eggs, 100g shop-bought mayonnaise, 1/2 tsp Dijon mustard, A handful of basil leaves, 4 slices of white sandwich bread, 2 little green leaves, 1 big, ripe tomato, thickly sliced

Method: Bring a small pan of water to the boil and simmer the eggs for 10 minutes before draining and cooling. Meanwhile, place the mayonnaise, mustard and basil leaves in a cup and use a hand blender to blitz until you have a bright green mayo. Peel the eggs, then cut into thick slices. Spread both sides of the bread with mayo, then layer up with the egg, lettuce leaves and tomato slices. Season the tomato with a little salt, then sit the other piece of bread on top and cut in half.

TOMATO & NECTARINE FATTOUSH

Ingredients: 2 large pita bread or other flatbread, opened up like a book, 1 tsp olive oil, 1 nectarine, not too ripe, de-stoned and chopped, 1 cucumber, de-seeded and chopped, 100g radishes, chopped, 350g ripe baby tomatoes, mix of colours, halved, A large handful of parsley and mint, roughly chopped, 3 spring onions, finely sliced, 1 tsp sumac (or extra lemon), Juice of 1/2 lemon

Method: Preheat the oven to 200°C/392°F fan/gas 6. Lay out the pita, toast side-up on a small tray and brush both sides in a tablespoon of oil. Season lightly and place in the oven for seven to 10 minutes until crisp and light golden. Remove and leave to cool. Place everything except the oil and lemon in a big salad bowl.

Roly steps up to enjoy his slice of fame

Stu's Loft Ladders: All types of Loft Ladders and Loft Boarding supplied and fitted. 01527 850295 07713 327880

Guardian Jewellery: GUARDIAN JEWELLERY, 2 DAY GOLD BUYING EVENT, EVESHAM TOWN HALL, 10TH - 11TH JUNE. SEE OUR MAIN ADVERT ON PAGE 9.

REYNOLDS BINDS: A range of bookbinding services including hardcover, paperback, spiral, and more.

Here's looking at you! Roly will have become the face of British-grown tomatoes in a nationwide campaign.

Break in the crisp pita, season well, then throw in the sumac, squeeze in the lemon and drizzle over the olive oil. Toss everything well with your hands then taste and adjust the seasoning.

NEWTON RIBBLINGDALE LIVERPOOL CHESTER LEICESTER SOUTHPORT BOOTLE HALLEWOOD THURINGHAM

BBC RADIO MERSEYSIDE

Chicken, Tomato, Olive & Ciabatta tray bake

Tomato & nectarine fattoush

ELT with basil mayo

Express & Star

meanwhile, online...

Across social media, we saw fantastic support from retailers sharing their British tomato displays, as well as restaurants and local shops proudly promoting the occasion.



here's what people were saying...

advice acidic bitter need seed find gro **look** salad special **taste** involve moroccan pot recipes product **today** get small **stall**
time good year beat celebrate cherry garden well focus package Tomato Fortnight sandwich start tomatogrower tomatoes tomatos
portuguese space **day** season june load pack ready spanish store **britishtomatoes** fantastic **tomato** 5th
british foodgawker say fyp jubileepicnic Cobbs Farm Shop bt22 **great** end kid forget prepared **grow** shout FellyBull **barbecue** **flavour** don
offerenjoy homegrown recipe **delicious** burst **britishtomatofortnight** buy choose cherrytomatoe nationalist **puttanesca** dutch fresh
foodyub mean offer feedfeed see sow hm70 platinumjubilee **britishtomatoe**

social media results (at-a-glance)

535,560

accounts
reached

23,950

engagements

610

new followers

910 pieces

of user-generated
content

897

campaign
hashtags used

six shiny new influencers

We were extremely targeted with our approach to influencer marketing this year.

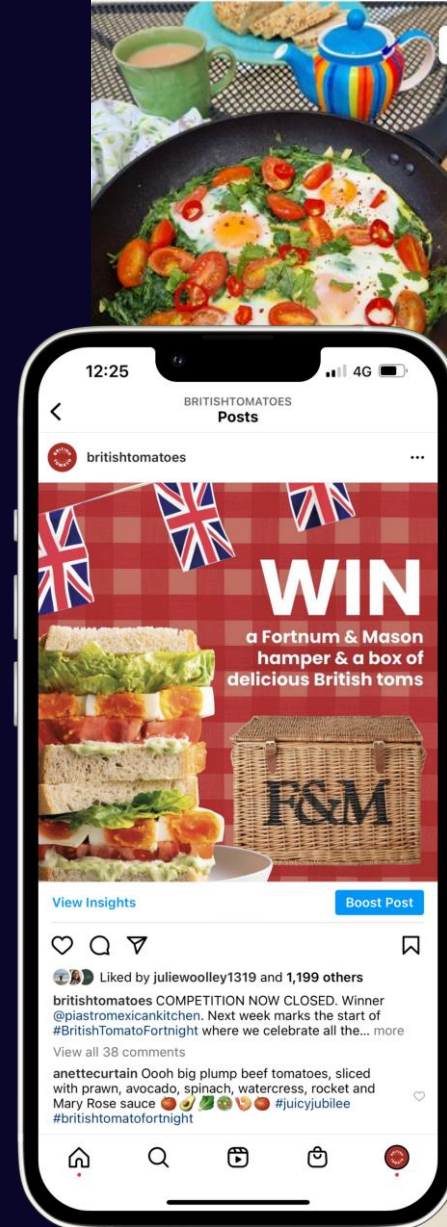
Last year, our total reach was over 2 million, but that only resulted in 7.9k engagements. We've managed to create a 21% uplift with less than a quarter of the audience size – by targeting influencers with strong engagement. Higher engagement = a better invested audience.



the competition

In addition to our tomato content posts, partnership with Maldon and influencer content, we ran a #JuicyJubilee competition allowing users to show off their tasty Jubilee dishes which featured British toms.

We had almost 300 entries – generating fantastic content which we shared on our channels too.



key learnings for next
year...



some learnings

- **Investing in professional photography and recipe development paid dividends:** recipes were a good mix of premium/cheap, vegan/meaty, and simple/complex, making them easy to use when pivoting our pitching approach
- **Local stories are impactful – and growers a key to this:** it's not always easy or possible, but when growers commit time to do some PR, the quality of coverage exceeds our expectations each and every time
- **Broadcast works:** looking beyond coverage numbers – broadcast opens up more in-depth conversations around our core themes and messaging. And we've got the data to prove this. Despite securing less coverage than last year, Google searches were up and sustained over a longer period than last year

some learnings

- **A simple, unifying theme works time and time again:** the Jubilee was a perfect hook to celebrate BTF across all channels
- **Brand partnerships helped us broaden our audiences on social:** working with a mix of partners helped amplify our reach and engage with different demographics. We were able to target shoppers of premium products by partnering with Maldon Salt
- **The Fortnight is a great hook; however, the season runs for much longer. Are we missing an opportunity here?**
British toms are in store nationwide until October (and sometimes, all year round), can we communicate this to consumers more effectively (and for longer)

BTF worked so well this year
(AGAIN), thanks to you.

thank you for pulling together
and please get in touch if you
want to join BTF HQ next year.



Thank You