

AHDB news release



For immediate release
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Cheese from Britain to go on show at SIAL Toronto

Canadian cheese lovers are in for a treat next month when a selection of dairy products from the UK arrives at a premier food innovation event in Toronto.

A smorgasbord of premium cheese from Britain will take centre stage at SIAL Toronto at the end of April – alongside more than 1,000 exhibitors from the food sector. The show is expected to attract around 18,000 visitors from 50 countries.

During the three-day event, visitors will be able to sample the delights of Cheddar, Wensleydale, Lancashire and Stilton, among others. And they will all compete for a coveted title in the recently-announced International Cheese Competition, with DIT Canada sponsoring the British Cheese category.

The Agriculture and Horticulture Development Board (AHDB) is returning to SIAL Toronto for a second year and will be joined by four producers; Bradburys, Somerdale, Quicke and Singletons.

As well as showcasing cheese, the event will provide exporters with the opportunity to meet with key influencers and potential buyers from the Canadian retail and food service sectors.

AHDB Senior Export Manager Lucy Randolph said: “SIAL Canada is an incredibly important event for industry as it is highly regarded by buyers around the world. It provides us with the perfect place to showcase the premium quality cheese we are producing in the UK.”

Latest figures show UK cheese exports are enjoying a period of strong growth. Overall, 2018 saw volumes increase by 11 per cent compared to the previous year – mostly due to higher Cheddar exports, which were up 14 per cent.

In terms of value, cheese exports were worth 10 per cent more than in 2017, with Cheddar contributing most to this growth. Shipments to Canada have also risen over the last three years. The UK exported a total of 1,451 tonnes of cheese to the country last year.

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Lucy added: “We are seeing exports of cheese to Canada increasing, but there is still the opportunity for further growth. This is why attending events such as SIAL Canada is imperative if we are to increase trade with this important market.”

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Notes to editors

AHDB is a statutory levy board, funded by farmers, growers and others in the supply chain. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. We equip the industry with easy to use, practical know-how which they can apply straight away to make better decisions and improve their performance. Established in 2008 and classified as a Non-Departmental Public Body, it supports the following industries: meat and livestock (cattle, sheep and pigs) in England; horticulture, milk and potatoes in Great Britain; and cereals and oilseeds in the UK. AHDB’s remit covers 72 per cent of total UK agricultural output. Further information on AHDB can be found at www.ahdb.org.uk

Contact

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