

## Promar International Sponsor Food, Drink and Agricultural “Excellence in Marketing” Awards Announced by NFU President

**10 February 2010** - Peter Kendall, the current President of the National Farmers Union announced The Chartered Institute of Marketing’s Food, Drink and Agricultural Group “Excellence in Marketing” awards last week at London’s House of Commons.

The evening and awards were sponsored by the leading agri food consulting company Promar International Limited and supported by the English Food and Farming Partnerships.



**Andrew Thompson,**  
Managing Director  
Promar International Ltd



**Peter Kendall,**  
President NFU



**Tazio Gagliardi,**  
Head of Marketing Donald Russell Ltd

Peter Kendall was the special guest speaker at the event which was attended by 60 members and guests of the Institute’s Food, Drink and Agricultural group.

Recognising the outstanding marketing of agricultural, food and drink products, the awards were the highlight of the sixth Annual President’s Dinner held by The Chartered Institute of Marketing’s FDA group.

The award winner was the Scottish based company, Donald Russell Limited who have developed a highly successful business in the online marketing of a range of high quality meat and seafood products. The award is given to those organisations which are felt to have excelled in marketing over a period of time and are judged against a range of criteria, including the ability to operate in an effective and innovative manner, across a number of different supply chains and in the face of strong international competition.

Peter Kendall the President of the NFU commented on the awards: “The standard of entries was exceptionally high this year and I was delighted to present such a well deserved award to Donald Russell. I was particularly impressed to see how well the winning organisation also demonstrated a strong and resilient approach to marketing their excellent products by using new forms of technology since the mid 1990s when they were hit so hard by the BSE crisis which meant they had to reinvent their business model almost overnight and when online marketing in the food sector was almost unheard of.”

In his speech, Peter Kendall touched on a range of issues facing the UK agricultural and food sector which include the need to feed an ever expanding global market place of some nine billion consumers and make less use of water and energy in the process of doing this.

He also talked about the need to better use of the Red Tractor scheme to boost awareness of consumers about British sourced food produce and the future role of the proposed industry ombudsman to regulate the relationship between food producers and the leading UK supermarkets.

Tazio Gagliardi, the Head of Marketing for Donald Russell Ltd said on the acceptance of the award; “We have worked very hard to develop new channels and focused on product diversification from beef into lamb, game, pork, poultry and fish, plus a new range of ready meals and desserts; and from trade markets into remote markets. I would like to thank all the people who work very hard every day to enable Donald Russell to achieve this wonderful award. From the people in production, business development, marketing, and in all the support teams - financial, IT, HR – I would like to say thank you, thank you very much indeed.”

**About The Chartered Institute of Marketing:**

The Chartered Institute of Marketing is the leading international professional marketing body with some 45,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. For more information please visit: [www.cim.co.uk](http://www.cim.co.uk)

**About The Food, Drink and Agricultural (FDA) Group:**

The Food, Drink and Agricultural (FDA) Group is one of six Market Interest Groups of The Institute and has 800 members from across the UK and international agri food & drink value chain.

This event is the sixth FDA Presidents Dinner, at which an annual award is made for Excellence in Marketing – past winners have included Long Clawson Dairy, Green & Blacks, Berry Gardens, the English Wine Company, Samworth Brothers and The Fair Trade Foundation.

**For further information about The Chartered Institute of Marketing’s Food, Drink and Agricultural Group please contact:**

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