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Melton Mowbray Pork Pie Association*

Case Study One **Melton Mowbray Pork Pie Association**

www.mmppa.co.uk
www.ukprotectedfoods.com

Melton Mowbray Pork Pie

1996

- 40% of MMPP's made outside area
- Many use wrong ingredients and recipe
- Supermarkets dictate recipe/price
- Further erosion likely – consumer concern

- Case against M&S failed
- No protection under English law

Application for PFN

1997

- To protect the consumer
- To protect jobs and increase sales
- To preserve recipe/price premium
- Change balance with retailers
- To defend our 'intellectual property'
- Part of a wider tourism/heritage strategy
- No protection under English Law

Formation of MMPPA

- Involvement of local council: honest broker
- All producers invited (not all came)
- Formed MMPPA – not a legal body
- Honest and open discussions
- Agreed what we wanted to protect and why
- Agreement on name, recipe, ingredients
- History, boundaries and link more difficult

Campaign for Protection

- Get media on board: use simple message
- Advice on history and legal advice
- Close discussions with Defra
- Use of 'authentic' - logo
- High Court
- Court of Appeal
- 2009 Protection Granted
- Massive publicity = increased sales

Authentic Melton Mowbray

- Three messages
 1. Grey inside
Fresh Pork
 2. Bow-sided
Baked unsupported
 3. Made in and around
Melton Mowbray



History of the Pie



Tourism Strategy

- Protect/Promote Melton Mowbray Pork Pie
 - Publicity
 - Protect Jobs in Area
 - Ye Olde Pork Pie Shoppe
- Promote Connection with Stilton Cheese
- Develop Tourism Concept
 - Rural Capital of Food
- Promote Area as a Food Destination
- Develop Events Programme

A Sense of Local Pride

- Leaflet every household – ‘internal’ market
 - Encourage friends and family to visit Melton



Promoting The Concept

- Familiarisation Visits
- Regular Invites to Journalists
- Vigorous Press & Media Campaigns
- Always Looking for a New Angle
- Having Media Friendly Producers
- Events

Events

Refreshing The Offer Throughout The Year

- Tuesdays – Market Day
- British Pie Awards (Spring)
- Artisan Cheese Fair (Spring)
- Country Fair (Summer)
- ‘Pie Fest’ (Summer)
- National Rare Breeds Show (Autumn)
- Leicester Shire Food Fortnight (Autumn)
- East Midlands Food & Drink Festival (Autumn)
- Victorian Fayre (Winter)

British Pie Awards



Artisan Cheese Fair



Results

Income from Tourism	£100+M
Tourist Days	1.82M
Tourist Millions	1.62M
Jobs FTE's	1,101
Income per Resident	£1,500

Unemployment prior to recession <1%

Despite lack of a major attraction eg building

Leisure Tourism

- Not just taste – But experience
- People want to see things being made
 - Window on manufacturing: Belvoir Brewery
 - Pie Demonstrations
- People want to learn how to make things
 - School of Rural Food
 - Pies, Cheese, Chocolate, Bread, Cakes
- Opportunity to sell bed nights
 - Taste of Leicestershire – 400 extra bed nights

Thank You

