

# The Grocer

## Digital Feature: 10 Things You Need To Know About... Meat, Fish and Poultry

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The Grocer's exciting programme of digital, online features continues in May with analysis of the dairy market. Below is a run down of the stories we are looking to cover.

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- **Revealed: what consumers really think of meat, fish and poultry**

What meats are consumers most worried about from a safety perspective? What do consumers think of campylobacter? The Grocer has commissioned exclusive research from Harris Interactive to find out.

- **Advertising**

Advertising insights agency Ebiquity has crunched the numbers on the category's biggest advertisers. So, who's spending the most? And what are they spending it on?

- **Social media**

We've teamed up with digital content and social media agency Headstream to find out which MFP brands are using social media most effectively, and how.

- **Top 10 global launches**

With the help of Mintel we've scoured the globe to find the best MFP innovation from around the world. So, which products have made our Top 10 and which trends have driven their development?

- **Fish fight**

As Hugh Fearnley-Whittingstall kicks off the latest round of the Fish Fight campaign, we look at the progress made so far on sourcing fish from sustainable sources.

- **Where next for Bernard Matthews?**

The Grocer visits the iconic 'Turkey Hall' to find out what the future has in store for Bernard Matthews.

- **Exotic meat**

Brits are becoming increasingly adventurous with their food. We explore the latest exotic MFP products to hit the market and ask, what's next?

- **Food fraud: why you should protect your business**

Two years on from Horsegate, national law firm Mills & Reeve give their expert opinion on why businesses need to protect themselves from food fraud.

- **Meet the buyers**

How is the market shaping up in 2015? What impact are grocery price wars having on the category? We quiz those in the know to find out.

Please note: This list is a work in progress and stories are subject to change.