



**BRITISH
GAME
ALLIANCE**

BRITISH GAME ALLIANCE EXPLAINED

The BGA is a not-for-profit initiative which has the support and backing of all shooting organisations, working together to deliver on their objectives.

What are the BGA's objectives?

- To safeguard shooting by:
- Bringing a value back to game as the national marketing board for game, with a dedicated sales team opening up new markets in the UK and abroad.
- Implement self-regulation through credible standards into the shooting community to ensure we can continue our sport on our terms.

Why do we need the British Game Alliance?

- With the ever-decreasing value of game and the continued growth of our sport, we must take action to reverse this potentially fatal trend.
- With significant pressure from government, Food Standards Agency and a growing louder opposition, we must embrace self-regulation to avoid government intervention, such as we have recently seen in Wales.
- The BGA has partnered with Acoura who operate the Red Tractor Farm Assurance Scheme to bring in achievable, yet credible self-regulation to the shooting community.

Why should I join?

- Even if you have a strong market for your game and are already abiding by best practice, it's imperative that all those who are concerned for the future of our sport join the BGA **for the bigger picture**.
- We need to invest in our future if we are to keep it as it is, we are all in the same boat and decisions down the line will affect us all.

"The BGA is a lifeline for all, yes all, who love our sport. Those of us who face up to shooting's many opponents really see how vital it is for the BGA to succeed."

Richard Benyon MP, Newbury



What Has Been Achieved So Far?

The BGA has nearly 400-member shoots in six months (Dec. 18), ranging from small private syndicates to large commercials and is growing at a significant rate.

New Markets For Game Won By The BGA:

- Carnivore - National Wholesaler; National to over 1500 hotels and restaurants
- Equinox – Hotel Procurement; National to 300 pubs bar and restaurants
- Hook and Line – National Wholesaler; 100 top end London restaurants
- PSL Food Group – Hotel Procurement; Over 600 hotels & 40 groups
- Wright Brothers – National Wholesale; 250 London restaurants
- My Fish Company – London Wholesaler; 200 restaurants in the UK
- Ottolenghi – Restaurant Chain; 5 luxury London restaurants
- Millennium Copthorne Hotels & Resorts; 24 4-star UK hotels
- Go Kart – Restaurant Procurement; 140 pubs & restaurants
- The Ned - private members club and hotel
- Marriott Hotel Group – 56 hotels in the UK and hundreds worldwide
- Plus, many many more...

- They have a highly experienced and relevant board of directors.
- A dedicated team of professionals driving the business.
- Support and backing from **Number 10** and **DEFRA**.
- The BGA is on target to hit 33% of shoots audited in year one.

The BGA has launched its consumer campaign, Eat Wild, to ignite the interest of the public to eat more game.

Celebrity Chef Nigel Haworth is their campaign ambassador promoting Eat Wild on TV, Radio and in the media. To learn more please visit www.eatwild.co

The Sales and Marketing Plan for next year will be focusing on:

- Export
- Retail
- Food service
- Chef and Influencer campaigning
- Waste free processing through pet food

If you're a shoot, gun or game dealer, the BGA needs you to support this very timely and important initiative.