



# THE OXFORD FARMING CONFERENCE



## **EXPORTING TO AN UNEXPECTED MARKET: TAKING MASHED POTATO TO THE DESERT**

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**MASH DIRECT**



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**1. WHY EXPORT?**

**2. HOW WE STARTED SELLING MASHED POTATO TO THE DESERT**

**3. 6 TIPS FOR SUCCESSFUL EXPORTING**

**4. WHY THIS MATTERS NOW**







**TESCO**

**ASDA**

Sainsbury's

**DUNNES STORES**

**FORTNUM & MASON**  
PICCADILLY SINCE 1707



**Waitrose**

Budgens



**Iceland**



**SuperValu**  
Real Food, Real People

**ocado**

amazon fresh



**BOOTH'S**  
FOOD, WINE AND GROCERY

**JOURNEY  
TO EXPORT:  
MASH  
IN THE  
MIDDLE  
EAST**



# GETTING OUT THERE

1. BRAND BRITAIN –  
BACK YOURSELF

2. BE AGILE



# 3. EMPHASISE HERITAGE



# STAYING OUT THERE

4. BE SELECTIVE

5. DIGITAL MARKETING:  
LOCAL VOICE /  
GLOBAL REACH

6. ENTER AWARDS





**WHAT CAN WE DO BETTER?**



