



**GOVERNMENT ANNOUNCE A TAX ON FOOD MILES**

Effect: increase of 10% on prices of all food ingredients that have travelled more than 500 miles

**DROUGHT IN GERMANY DESTROYS PEAR CROPS**

Effect: increase of 20% on price of pears worldwide

**NEW CASE OF BLUE TONGUE REPORTED IN THE UK – CONCERNED FARMERS RAISE THEIR PRICES OF MILK AND MILK PRODUCTS**

Effect: 10% increase in price of all UK yoghurt

**CELEBRITY CHEF CAUSES 100% EXTRA DEMAND IN FAIR TRADE BANANAS BY USING THEM IN RECIPE**

Effect: Fair Trade bananas rise in price by 20%

**RECORD WET WINTER HAS DISASTROUS EFFECT ON SUGAR BEET HARVEST**

Effect: Beet sugar prices rise by 10%

**CONCERN ABOUT TOOTH DECAY MEANS THAT PARENTS ARE SWITCHING TO BUYING DRINKS WITH NO ADDED SUGAR**

Effect: Sugar prices drop by 10%