

FISH LIKE YOU MEAN IT.

Dear Approved Bait Firm

After seeking clarification of UK/EU rules from the Food Standards Agency (FSA) we will be removing synthetic dyes from Robin Red® (see below in red), Robin Orange®, Robin Green® and using natural colouring food ingredients from the feed register to meet UK/EU labelling requirements for all bait / groundbait.

Our existing ROBIN RED® mix (with synthetic dyes) will remain available to purchase; however, it will be labelled ROBIN RED® HB for hook bait (lures) only. Robin Gold will only be available as a hook bait (lures) mix. See attached Trade Price List for details.

The FSA confirmed that recreational fishing bait / groundbait (exc. hook bait) is classified as 'Animal Feed' (oral feeding) within the UK/EU which means the Industry must source natural foods with colouring properties to produce its colour. In other words, all ingredients must feature on the UK/EU Feed Materials Register or Register of Feed Additives. Thankfully, Haith's has been working for two years on a natural colouring food R&D project to power the performance of future Robins and the results have been excellent - we believe that it's now possible to move across to our more natural Robin Red formula to power your high-quality bait and delight anglers.

Are we preparing for Brexit?

Brexit has the potential to affect exports to and from the UK and labelling compliance will help keep products moving throughout the UK/EU. But this isn't really about Brexit because these rules are already applicable and will continue to be so in the UK/EU post-Brexit.



So why change now?

As an Industry, we have typically included ingredients 'because they work' however, to comply fully with UK/EU regulations we will have to get used to including ingredients because they work AND because they're permitted Animal Feed ingredients/additives - compliance is the only option; the industry will eventually be forced to comply and this would have negative connotations for the carp trade.

Consumers are ready for change:

Let's show that we care about the environment and about what's put into our lakes and rivers. If we switch to natural colours we can all benefit - we can say this is what baits look like when using a natural colouring food. We think anglers will understand and get behind the Industry if the initiative is ours.

What if we don't comply?

Eventually, we'll all be forced to comply with the regulations and we (Haith's) would rather jump than be pushed. Besides, these are not EU rules they are UK/EU rules.

When does this happen?

The changes will come into effect immediately and the range revisions will help you comply with labelling regulations throughout the UK/EU. You can now comply without weakening your high-quality, competitive offering because the entire Haith's range of ingredients is compliant with UK/EU regs.

We could all see this day coming; we expect it to initially be a bit of a challenge - that's why we started work on this project two years ago and went in search of natural colouring foods. I imagine you've been experimenting too? If you have, you'll already know how hard it is to achieve a good strong colour that can be replicated throughout the manufacturing process - there's a trade-off because natural colouring foods cannot fully replicate the colour depth of synthetic colour, but synthetic dyes are becoming a thing of the past not only in animal feed but in food in general.

For example, take a look at Nestle's Smarties and the work they did to switch to no artificial colours:

<https://www.nestle.co.uk/media/pressreleases/nestleukkicksartsoutofconfectionery>

Pleasure and performance may always be at the top of consumers' wish list and anglers may be no different; however, Nestle's research claims that 74% of us are now 'looking for natural products which include the need to be free from artificial colours, flavours and preservatives.'

Can I still buy the existing Robin Red?

Yes. The existing Robin Red formula is still available but will be labelled 'Robin Red HB' and our label will feature the disclaimer 'For hookbait (lures) only'.

When can I buy Robin Red with natural colour foods?

It's available from today! Our NEW Robin Red product contains ingredients permitted within the UK/EU for animal feed and includes a natural colouring food. We are really happy with its performance in field tests and how it's handled the manufacturing process superbly; it's been tested in several countries by consultants who know their Robin Red. The trade-off is that it isn't as red, but it does look a natural red and that's the way the Industry will have to go if it wants (needs!) to avoid scrutiny from UK/EU regulators. We could have made it redder, but we wanted to keep the formula as close as possible to the original blend.

NOTE: This NEW Robin Red with natural colouring food will feature in HoneyRed, RedFactor, SuperRed, NaturalRed, SuperTench, GTP Spice, Ready Mix and MarineRed. A Trade Price List attached; we look forward to helping you grow your sales and making labelling easier in the coming years.

Please feel free to contact Courtney and request a sample of the new Robins.

Kind regards

Simon King
Associate Director
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<http://fishlikeyoumeanit.co.uk/>

<https://www.haiths.com/haiths-baits/where-to-find-robin-red/>