



BritishAmericanBusiness

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Commissioner Cecilia Malmström
European Commissioner for Trade
European Commission
Rue de la Loi/Wetstraat 200
1049 Brussels
Belgium

The Honorable Michael Froman
US Trade Representative
Office of the US Trade Representative
Executive Office of the President
600 17th Street NW
Washington, DC 20508
USA

14 October 2015

Dear Commissioner Malmström and Ambassador Froman,

The famous Melton Mowbray pork pie has been a staple of the British diet for almost 200 years. Nearly 90% of the UK's Melton Mowbray pork pies are being produced at the Walker & Son Charnwood Bakery, just outside of Leicester. Its most prominent selling place, the bakery and retail outlet, Ye Olde Pork Pie Shoppe, is a tourist destination and key landmark. Walker & Son have received over 300 quality awards over the past five years and Melton Mowbray pork pies have had Protected Geographical Indication (PGI) status since July 2009.

Despite its success in the UK, Walker & Son only started exporting last year, with exports accounting for 1% of their annual turnover. Current export destinations include Iceland, Thailand, Singapore and the Caribbean. The US could be next, Henry Bowles, Export Executive at Walker & Son told us, providing a strong exporting opportunity that could lead to growth and new jobs for the company. With 700 employees, Walker & Son is already an important driver of economic activity in the region.

The paper work and procedures currently required for an expansion across the Atlantic, including a separate audit by a US agency, may still delay the decision to take this next step. The company therefore hopes that the Transatlantic Trade and Investment Partnership (TTIP) agreement will simplify the exporting process, for example through the mutual recognition of geographically protected products and streamlined administrative procedures.

Walker & Son exemplifies the barriers that hundreds of companies on both sides of the Atlantic are likely to face when exporting or thinking about expanding across the Atlantic. Since 2012, BritishAmerican Business has put an emphasis on investigating, reporting and amplifying exactly these local, specific and tangible benefits TTIP could have, in particular for smaller companies. We now know that across the UK, Europe and the US there are many stories just like the one we bring to your attention today about pork pies.

These stories help us all visualize, very practically, the real need for a comprehensive transatlantic trade and investment partnership agreement as well as the ambitions that do exist “on the ground” to take advantage of the opportunities that TTIP presents. The stories are also a strong argument against those who question the benefits of the agreement all together.

Ahead of the 11th negotiation round on 19-23 October in Miami, Florida, we call on EU and US governments and negotiators to keep up momentum to do the necessary and prevent the delays and tensions of negotiations from obscuring the truth of the opportunity that TTIP offers.

BritishAmerican Business is the leading transatlantic business organization, comprising and representing more than 500 of the world's leading multinational and middle-market companies across sectors and geographies: more than 100 of the world's most successful CEOs support its work through their participation in its Advisory Board. It incorporates the American Chamber of Commerce (UK) and the British-American Chamber of Commerce (USA), which merged in 2000 to create a single, pre-eminent transatlantic organization.

We remain committed to providing useful resources to government in support of the negotiations and in helping UK and US businesses to grow their trading opportunities in the years to come.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'J. Briginshaw', with a stylized flourish at the end.

Jeffries Briginshaw
CEO
BritishAmerican Business

CC: Mr Ignacio Garcia Bercero, Director, DG Trade, European Commission; EU Chief Negotiator for TTIP

Mr. Dan Mullaney, Assistant US Trade Representative for Europe and the Middle East; US Chief Negotiator for TTIP