

Success story



Haith's (John. E. Haith Ltd)

The business

Haith's has been making hand-crafted bird food that's healthy, natural and fresh since 1937. The company's bird diets are blended on the premises by bird seed specialists, each of whom has years of bird seed experience and expertise.

Founder Ted Haith, who was a senior curator at Grimsby Zoo, decided that his bird collections would thrive on super-clean seed as he instinctively knew that dusty seed was harmful to birds. Ever since that day in 1937 Haith's has led the way in seed cleaning, and its bird food specialists give the seeds the toughest workout in Britain.

Haith's is also one of Europe's leading suppliers of fishing bait ingredients and the company exports to more than 20 international markets.

The problem

In January 2021, UK exporters in the recreational bait sector faced immediate challenges resulting from the new trading arrangements with the EU:

- ⇒ full customs Sanitary and Phytosanitary (SPS) controls were applied to commercial exports of recreational fishing baits containing animal by-products moving between the UK and EU.
- ⇒ businesses operating in this sector were unable to obtain clear, practical and accurate information from UK authorities as to the precise requirements for exporting to the EU and were



Simon King, Haith's

⇒ experiencing serious difficulties in acquiring information from EU sources.

“These non-tariff barriers presented impediments to export success in a UK business sector composed primarily of SMEs such as Haith’s,” said Simon King, Director at Haith’s. “New certification requirements were (and still are) onerous, time consuming and costly, and the proposed documentation didn’t reflect the nature of products in our sector, their production processes or the food/feed safety risks they present. As a result we needed help to understand the full impact of Brexit on our exports to the EU.”

The solution

Simon approached the **Business Lincolnshire Growth Hub** and was put in touch with Andrea Collins, who had helped Haith’s once before some years earlier by conducting an internationalisation review of Haith’s fishing ingredient website.

“Andrea created an EU Exit Action Plan for us which became the foundation of our strategy to bounce back from the non-tariff trade barriers,” said Simon.

“The plan ensured we had the things we could control, such as EORI numbers, classification of goods, duties imposed on UK goods, B2C and VAT, and it helped us with complex fundamentals such as country of origin and third country representation. It’s essential for a UK manufacturer to have a detailed understanding of rules of origin, and any of these issues can stop an exporter in its tracks.

“The EU Exit Action Plan became one of our go-to documents to jump-start our exports following Brexit.”

Simon says Andrea’s assistance was invaluable, and he has no hesitation in recommending the Growth Hub to others in a similar situation.

“Andrea’s plan helped us to resolve a large number of issues, which created more space for our export team to focus on the complex challenges that would need to be highlighted to the Department for International Trade (DIT) and trade ministers,” he said.

“The issues I’ve described are still barriers to trade, but we have changed our offering to remain competitive in the EU and export sales have bounced back. The Growth Hub’s support has helped us to become more resilient and has given us the confidence to protect our IP and market share.

“As a Northern Powerhouse Export Champion I also have to mention the efforts and support of the DIT. My advice is to have them on speed dial as they’re here to help UK exporters find new international markets for their goods.

“If you find yourself in need of support like we did I recommend you talk to those who are in a position to help. There’s a lot of support for exporters in and around the Lincolnshire area. Don’t suffer in silence and let your market share slip; there’s always a way, if there’s the will to look hard enough.”

About Global Trade Department

A business management consultancy specialising in International Trade, Compliance, Sustainability Planning, Business Resilience, and Growth.

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