

Sausage maker targets Singapore

Fri 27th May, 2011 at 08:09am

Family-owned Westaway Sausages, which is based in Newton Abbot, is planning to grow its export business between 20 and 30 per cent in the next year. And managing director Charles Baughan has told *Insider* he is targeting sausage distributors in Singapore.

He said: "We're working with UKTI and local contacts to identify opportunities in the export market. We are currently looking at Singapore, we had dabbled in Singapore but I need to find a good distributor, so I will use UKTI to identify potential targets."

Although Westaway Sausages is only a relatively small business, turning over about £3.5m a year, Baughan said that exports are a key part of the company.

"Exports account for between 7 and 10 per cent of our turnover, depending on the season. It's not huge and we're not a huge company, but we are growing. We estimate that our sales will increase by 20 to 30 per cent over the next year and our exports will grow at roughly the same rate."

Westaway Sausages first started to receive international orders via its website, but Baughan has developed the export side of the business and it now has customers, distributors and agents in Hong Kong, China, the Falklands, Spain, Portugal, France, Malta, Corfu, Cyprus and Barbados.

Baughan said: "In quite a few places there is a market for sausages, it might be that they don't have a particularly vibrant pork industry, so there the opportunity to sell sausages not just to ex-pats or tourists, but to the indigenous people as well."

"We have individual customers that get in touch with us, we have distributors who buy a consignment of our sausages and put them into their local retailers in their country and sometimes we use agents whereby we give them commission on sales."

Westaway Sausages are exported frozen and they are transported both by air and by sea.

He said: "Depending on the country we have to get a health certificate issued for that particular product and a vet will come to our premises and assure on the certificate that our products meet the requirements of that particular country."

Baughan said that exporting is something that is accessible to all companies, no matter how big or small. "We're a typical SME, we employ 24 people and there are a lot of companies like us in the West Country. Exporting isn't just for the big boys – we can all have a piece of the action," he said.

This article was written by Claire Stapleton, South West Correspondent, Insider Media and can be found on their site:

<http://www.insidermedia.com/insider/south-west/53129->