

Butter Council SR BC

The Butter Information Council was formed for the generic promotion of butter, in 1954. It became a limited company in 1981, and changed its name to the Butter Council. The Council aimed to promote butter sales, provide information about butter and combat its rivals the margarine companies.

The Council represented the farmers of Denmark, the Republic of Ireland, Netherlands, New Zealand and United Kingdom. It was financed proportionally in relation to UK market size by each country. The UK funding came from milk marketing boards. These Boards were abolished, and the replacement body, the Milk Development Council decided not to fund the Butter Council. The Council was wound up in December 1995.

Accession number DX117

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SR BC A	FINANCIAL STATEMENTS	1977-1995
SR BC A/1	Balance Sheet and Income and Expenditure Account (1 doc)	1977
SR BC A/2	Balance Sheet and Income and Expenditure Account (1 doc)	1978
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SR BC A/4	Balance Sheet and Income and Expenditure Account (2 docs)	1980
SR BC A/5	Balance Sheet and Income and Expenditure Account (3 docs)	1981

SR BC A/6	Financial Statements (1 doc)	1994
SR BC A/7	Financial Statements (1 doc)	1995
SR BC B	MINUTES	1954-1995
<i>SR BC B/1</i>	<i>Butter Information Council</i>	<i>1954-1992</i>
SR BC B/1/1	Minutes of Butter Information Council [Incomplete run] (1 folder)	1954-1976
SR BC B/1/2	Minutes of the Butter Information Council Ltd [Incomplete run] (1 folder)	1977-1992
<i>SR BC B/2</i>	<i>Executive Committee</i>	<i>1959-1973</i>
SR BC B/2/1	Minutes of the Executive Committee (1 folder)	1959-1963
SR BC B/2/2	Minutes of the Executive Committee (1 folder)	1963-1973
<i>SR BC B/3</i>	<i>Directors and Shareholders Meetings</i>	<i>1977-1995</i>
SR BC B/3/1	Minutes of Butter Council directors and shareholders meetings (4 folders)	1977-1995
SR BC B/3/2	Minutes of the Butter Council directors meetings (1 folder)	1988-1995
SR BC B/3/3	Minutes of Directors meetings and Directors and Shareholders meetings (4 folders)	1990-1991
SR BC B/3/4	Minutes of Directors and Shareholders meetings (1 folder)	1990-1992
SR BC B/3/5	Minutes and papers relating to Directors meeting (7 folders)	1990-1994

SR BC B/3/6	Minutes of the Directors and Shareholders meeting (1 folder)	Jun 1992
SR BC B/3/7	Minutes of the Directors and Shareholders meeting (1 folder)	Nov 1992
SR BC B/3/8	Minutes Directors and shareholders meeting (1 folder)	1993
SR BC B/3/9	Minutes of Directors and Shareholders meeting (1 folder)	May 1993
SR BC B/3/10	Minutes of Directors and Shareholders meeting (1 folder)	Nov 1993
SR BC B/3/11	Minutes of Directors and Shareholders meeting (1 folder)	1994
SR BC B/3/12	Folder of information relating to a Directors and Shareholders Meeting (1 doc)	1994
SR BC B/3/13	Minutes of Directors and Shareholders meeting (1 folder)	Jun 1994
SR BC B/3/14	Minutes of Directors and Shareholders meeting (1 folder)	Nov 1994
SR BC B/3/15	Minutes of Directors and Shareholders meeting, (1 folder)	Feb 1995
SR BC B/3/16	Minutes of Directors and Shareholders meeting (1 folder)	Jun 1995
SR BC B/3/17	Minutes of Directors and Shareholders meeting (1 folder)	Nov 1995
SR BC C	REPORTS	1954-1995

<i>SR BC C/1</i>	<i>Annual Reports</i>	<i>1954-1966</i>
SR BC C/1/1	Annual Report Butter Information Council Including information relating to its formation (1 doc)	1954
SR BC C/1/2	Annual Report Butter Information Council (1 doc)	1955
SR BC C/1/3	Annual Report Butter Information Council (1 doc)	1958
SR BC C/1/4	Annual Report Butter Information Council (1 doc)	1959
SR BC C/1/5	Annual Report Butter Information Council (1 doc)	1960
SR BC C/1/6	Annual Report Butter Information Council (1 doc)	1961
SR BC C/1/7	Annual Report Butter Information Council (1 doc)	1962
SR BC C/1/8	Annual Report Butter Information Council (1 doc)	1963
SR BC C/1/9	Annual Report Butter Information Council (1 doc)	1964
SR BC C/1/10	Annual Report Butter Information Council (1 doc)	1965
SR BC C/1/11	Annual Report Butter Information Council (1 doc)	1966
<i>SR BC C/2</i>	<i>Directors Report</i>	

SR BC C/2/1	Directors Report	1982
	Including financial statements (3 docs)	
SR BC C/2/2	Directors Report	1983
	Including financial statements (1 doc)	
SR BC C/2/3	Directors Report	1984
	Including financial statements (1 doc)	
SR BC C/2/4	Directors Report	1985
	Including financial statements (3 docs)	
SR BC C/2/5	Directors Report	1986
	Including financial statements (2 docs)	
SR BC C/2/6	Directors Report	1987
	Including financial statements (2 docs)	
SR BC C/2/7	Directors Report	1988
	Including financial statements (2 docs)	
SR BC C/2/8	Directors Report	1989
	Including financial statements (1 doc)	
SR BC C/2/9	Directors Report	1990
	Including financial statements (2 docs)	
SR BC C/2/10	Directors Report	1991

	Including financial statements (1 doc)	
SR BC C/2/11	Directors Report	1992
	Including financial statements (1 doc)	
SR BC C/2/12	Directors Report	1993
	Including financial statements (1 doc)	
<i>SR BC C/3</i>	<i>Quarterly Reports</i>	<i>1991-1995</i>
SR BC C/3/1	Quarterly Activity Report (1 doc)	Jan-Mar 1991
SR BC C/3/2	Quarterly Activity Report (1 doc)	Apr-Jun 1992
SR BC C/3/3	Quarterly Activity Report (1 doc)	Jul-Sep 1992
SR BC C/3/4	Quarterly Activity Report (1 doc)	Oct-Dec 1992
SR BC C/3/5	Quarterly Activity Report (1 doc)	Jan-Mar 1993
SR BC C/3/6	Quarterly Activity Report (1 doc)	Apr-Jun 1993
SR BC C/3/7	Quarterly Activity Report (1 doc)	Jul-Sep 1993
SR BC C/3/8	Quarterly Activity Report (1 doc)	Oct-Dec 1993
SR BC C/3/9	Quarterly Activity Report (1 doc)	Jan-Mar 1994
SR BC C/3/10	Quarterly Activity Report (1 doc)	Apr-Jun 1994
SR BC C/3/11	Quarterly Activity Report (1 doc)	Jul-Sep 1994
SR BC C/3/12	Quarterly Activity Report	Oct-Dec

	(1 doc)	1994
SR BC C/3/13	Quarterly Activity Report (1 doc)	Jan-Mar 1995
SR BC C/3/14	Quarterly Activity Report (1 doc)	Apr-Jul 1995
<i>SR BC C/4</i>	<i>Reports and Promotional and Advertising Activity</i>	<i>1979-1992</i>
SR BC C/4/1	Report on promotional and advertising activity (1 folders)	1980
SR BC C/4/2	Report on promotional and advertising activity (2 folders)	1981
SR BC C/4/3	Report on promotional and advertising activity (1 folder)	1982
SR BC C/4/4	Report on promotional and advertising activity (1 folder)	1983
SR BC C/4/5	Report on promotional and advertising activity (1 folder)	1984
SR BC C/4/6	Report on promotional and advertising activity (1 folder)	1985
SR BC C/4/7	Report on promotional and advertising activity (1 folder)	1986
SR BC C/4/8	Report on promotional and advertising activity (1 folder)	1987
SR BC C/4/9	Report on promotional and advertising activity (1 folder)	1988
SR BC C/4/10	Report on promotional and advertising activity	1989

	Includes a film entitled The 'Senses' Campaign (2 folders, 1 VHS video)	
SR BC C/4/11	Report on promotional and advertising activity (1 folder)	1990
SR BC C/4/12	Report on promotional and advertising activity (1 folder)	1991
SR BC C/4/13	Report on promotional and advertising activity (1 folder)	1992
SR BC C/4/14	Report on promotional and advertising activity (1 folder)	1993
<i>SR BC C/5</i>	<i>Miscellaneous Reports</i>	1975-1995
SR BC C/5/1	Report entitled Butter and margarine changes in choice for different household purposes (2 docs)	1975
SR BC C/5/2	Report on a study of housewives attitudes towards butter and margarine in Great Britain (1 doc)	1979
SR BC C/5/3	The Butter Council Brand and Strategy Review by Colman RSCG (1 doc)	1991
SR BC C/5/4	Strategic Development Research for Butter Advertising by The Research Practice (1 doc)	1992
SR BC C/5/5	Qualitative Research conducted to Interrogate the issue of Butter Defection by Burns Research Ltd (1 doc)	1993
SR BC D	RESEARCH	1979-1995
<i>SR BC D/1</i>	<i>AGB [Audits of Great Britain] Reports</i>	<i>1979-1995</i>

Research undertaken for the Butter Council

SR BC D/1/1	Audits of Great Britain Presentation to The Butter Council on Yellow Fats (1 doc)	1979
SR BC D/1/2	Audits of Great Britain Special Analysis proposal prepared for the Butter Information Council (1 doc)	1980
SR BC D/1/3	Audits of Great Britain Datafast Report Demographic Analysis of Yellow Fats (4 docs)	1982-1985
SR BC D/1/4	Audits of Great Britain Superpanel report on Yellow Fats (1 folder)	1990
SR BC D/1/5	Audits of Great Britain Superpanel report on Yellow Fats, Branded Spreads and Concentrated Butter (1 folder)	1990
SR BC D/1/6	Report entitled Audits of Great Britain (FMCG Division) presentation to The Butter Council on The Yellow Fat Market Quarter 1 (3 folders)	1991
SR BC D/1/7	Audits of Great Britain Superpanel Gains/Loss Analysis Presentation to The Butter Council on Yellow Fats (1 doc)	Jul 1992
SR BC D/1/8	Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Aug 1992
SR BC D/1/9	Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Dec 1992
SR BC D/1/10	Audits of Great Britain (FMCG Division) Presentation to The Butter Council on The Yellow Fat Market	1992

	Quarter 1 (1 doc)	
SR BC D/1/11	Audits of Great Britain Superpanel Report on Yellow Fats (1 folder)	1992
SR BC D/1/12	Audits of Great Britain Special Analysis Presentation on Yellow Fats to The Butter Council (2 docs)	1993
SR BC D/1/13	Audits of Great Britain Presentation to The Butter Council on Yellow Fats (1 doc)	1993
SR BC D/1/14	Audits of Great Britain Superpanel Report on Yellow Fats (1 folder)	1993
SR BC D/1/15	Audits of Great Britain Superpanel Report on Branded Spreads (1 folder)	1993
SR BC D/1/16	Taylor Nelson/Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Mar 1994
SR BC D/1/17	Taylor Nelson/Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Jun 1994
SR BC D/1/18	Taylor Nelson/Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Aug 1994
SR BC D/1/19	Taylor Nelson/Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Dec 1994
SR BC D/1/20	Audits of Great Britain Superpanel Report Yellow Fats (1 folder)	1994
SR BC D/1/21	Audits of Great Britain Superpanel Report (1 folder)	1994

SR BC D/1/22	Taylor Nelson/Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Mar 1995
SR BC D/1/23	Taylor Nelson/ Audits of Great Britain Superpanel Presentation to The Butter Council on Yellow Fats (1 doc)	Jun 1995
SR BC D/1/24	Audits of Great Britain Superpanel Report Yellow Fats (1 folder)	1995
SR BC D/1/25	Audits of Great Britain Superpanel Report Branded Spreads (1 folder)	1995
<i>SR BC D/2</i>	<i>Television Audit Commission Report</i> <i>Service offered by Audits of Great Britain measuring consumer purchases</i>	<i>1979-1992</i>
SR BC D/2/1	Folder entitled Television Consumer Audit Yellow Fats Arranged geographically by region (1 folder)	1979
SR BC D/2/2	Folder entitled Television Consumer Audit Yellow Fats Arranged geographically by region (1 folder)	1980
SR BC D/2/3	Folder entitled Television Consumer Audit All Products Arranged geographically by region (1 folder)	1980
SR BC D/2/4	Folder entitled Television Consumer Audit Yellow Fats Arranged geographically by region (1 folder)	1982
SR BC D/2/5	Folder entitled Television Consumer Audit All Products	1982

	Arranged geographically by region (1 folder)	
SR BC D/2/6	Folder entitled Television Consumer Audit Yellow Fats	1983
	Arranged geographically by region (1 folder)	
SR BC D/2/7	Folder entitled Television Consumer Audit All Products	1984
	Arranged geographically by region (1 folder)	
SR BC D/2/8	Folder entitled Television Consumer Audit Report Yellow Fats	1985
	Arranged geographically by region (1 folder)	
SR BC D/2/9	Folder entitled Television Consumer Audit Report Yellow Fats	1985
	Arranged geographically by region (1 folder)	
SR BC D/2/10	Folder entitled Television Consumer Audit Report Spreads	1985
	Arranged geographically by region (1 folder)	
SR BC D/2/11	Folder entitled Television Consumer Audit Report Yellow Fat	1986
	Arranged geographically by region (1 folder)	
SR BC D/2/12	Folder entitled Television Consumer Audit Report Branded Spreads	1986
	Arranged geographically by region (1 folder)	
SR BC D/2/13	Folder entitled Television Consumer Audit Report Concentrated Butter	1986

	Arranged geographically by region (1 folder)	
SR BC D/2/14	Folder entitled Television Consumer Audit Report Yellow Fats	1987
	Arranged geographically by region (1 folder)	
SR BC D/2/15	Folder entitled Television Consumer Audit Report Branded Spreads	1987
	Arranged geographically by region (1 folder)	
SR BC D/2/16	Folder entitled Television Consumer Audit Report Concentrated Butter Arranged geographically by region (1 folder)	1987
SR BC D/2/17	Folder entitled Television Consumer Audit Report Yellow Fats	1988
	Arranged geographically by region (1 folder)	
SR BC D/2/18	Folder entitled Television Consumer Audit Report Branded Spreads	1988
	Arranged geographically by region (1 folder)	
SR BC D/2/19	Folder entitled Television Consumer Audit Report Branded Spreads	1988
	Arranged geographically by region (1 folder)	
SR BC D/2/20	Folder entitled Television Consumer Audit Yellow Fats	1989
	Arranged geographically by region (1 folder)	
SR BC D/2/21	Folder entitled Folder entitled Television Consumer Audit Concentrated Butter	1989

	Arranged geographically by region (1 folder)	
SR BC D/2/22	Folder entitled Television Consumer Audit Report Yellow Fats	1990
	Arranged geographically by region (1 folder)	
SR BC D/2/23	Folder entitled Television Consumer Audit Report Branded Spreads	1990
	Arranged geographically by region (1 folder)	
SR BC D/2/24	Folder entitled Television Consumer Audit Concentrated Butter	1990
	Arranged geographically by region (1 folder)	
SR BC D/2/25	Folder entitled Television Consumer Audit Report Yellow Fats	1991
	Arranged geographically by region (1 folder)	
SR BC D/2/26	Folder entitled Television Consumer Audit Report Yellow Fats	1991
	Arranged geographically by region (1 folder)	
SR BC D/2/27	Folder entitled Television Consumer Audit Report Branded Spreads	1992
	Arranged geographically by region (1 folder)	
SR BC D/2/28	Folder entitled Television Consumer Audit Concentrated Butter	1992
	Arranged geographically by region (1 folder)	
<i>SR BC D/3</i>	<i>Attwood Consumer Panel</i>	<i>1971-1973</i>
SR BC D/3/1	The Attwood Consumer Panel Four Weekly	1971

	Report Butter and Margarine (1 doc)	
SR BC D/3/2	The Attwood Consumer Panel Four Weekly Report Butter and Margarine (1 doc)	1972
SR BC D/3/3	The Attwood Consumer Panel Four Weekly Report Butter and Margarine (1 doc)	1973
<i>SR BC D/4</i>	<i>General Research</i>	<i>1980-</i>
SR BC D/4/1	Data Analysis Marketing Strategy Butter/Margarine Survey by MAS Survey Research Ltd (1 doc)	1980
SR BC D/4/2	Data Analysis Marketing Strategy Butter/Margarine Survey by MAS Survey Research Ltd (1 doc)	1983
SR BC D/4/3	Data Analysis Marketing Strategy Butter/Margarine Survey by MAS Survey Research Ltd (1 doc)	1984
SR BC D/4/4	Data Analysis Marketing Strategy Butter/Margarine Survey by MAS Survey Research Ltd (1 doc)	1986
SR BC D/4/5	Folder entitled Butter Usage and Attitude Survey Computer Tabulations by CAPIBUS (1 folder)	1993
SR BC D/4/6	Folder entitled Butter Usage and Attitude Survey Computer Tabulations by CAPIBUS (1 folder)	1994
SR BC E	ADVERTISING	1939-1995
<i>SR BC E/1</i>	<i>Promotional material and posters</i>	<i>n.d.[1980's]</i>

SR BC E/1/1	Promotional posters issued by The Butter Council (1 folder)	n.d.[1980's]
SR BC E/1/2	Folder of promotional material issued by The Butter Council (1 folder)	1980's- 1990's
SR BC E/1/3	Folder of promotional material relating to the use of butter in retail catering Includes posters, stickers and leaflets (1 folder)	n.d.[1980's]
SR BC E/1/3	Folder of promotional material issued by The Butter Council Includes posters signed by Sally Gunnell, Jane Asher and Anna Raeburn (1 folder)	n.d.[1990's]
SR BC E/1/5	Folder of promotional material issued by The Butter Council (1 folder)	1990's
<i>SR BC E/2</i>	<i>Leaflets</i>	<i>1960's-1992</i>
SR BC E/2/1	Folder of recipe leaflets issued by The Butter Information Council (2 folders)	n.d.[1960's- 1970's]
SR BC E/2/2	Folder of leaflets relating to health and fat consumption (1 folder)	1977-1992
SR BC E/2/3	Folder entitled Education Consisting of leaflets produced by the Butter	1978- [1980's]

Information Council Ltd and the Butter Council including Nature's Miracle the story of butter, Butter making today, Cooking with butter to make sugar pastry, Making and using Shortcrust Pastry, How to make Ginger Nuts and other Crisp Cookies, Making Victoria Sandwich Cakes and Puddings, Cooking with butter Butter baked cookies, Cooking with butter to make shortcrust pastry, Your guide to butter in Britain, Facts on Fat, Learning about Butter, Butter guide to making warm butter sauces and roux sauces, The Butter Story, A guide to butter in Britain, All about butter, creative cooking with butter for special occasions, A parent's guide to buttered sandwiches for children, wall charts showing butter production, The quality of eating a study of fats in food and The butter story
(1 folder)

SR BC E/2/4	Booklet Sorry, Marge!	1979
	An advertising agency answer to a Butter Council brief to reverse the brand share decline of butter (1 doc)	
SR BC E/2/5	Folder of nutrition and health leaflets issued by The Butter Council	1981-1994
	Including Butter The Natural Choice, Eating with your eyes, Busy Person's Meal Planner, Fats on Trial, Diet and Health, Fats and Health, Briefing on health and fat, Butter is churned from dairy cream-margarine is?, The Butter man is cynical about health scares, Dietary fats in Britain under the Microscope, Health and Fitness (1 folder)	
SR BC E/2/6	Folder of nutrition and health leaflets issued by The Butter Council	n.d.[1980's]-1995

Including Lifestyle check would you body pass its MOT?, Lifestyle check – A practical approach to a healthy lifestyle, Cholesterol its role in health and nutrition, Polyunsaturates their role in health and nutrition, Butter v Margarine The Facts, Polyunsaturates a review of their role in health and nutrition The Busy Persons Guide to Health and Fitness 2nd edition, The New Cholesterol Lowering Diet, Butter the Natural Choice, Free Patient Literature, Fitness for Life reducing your risk of heart disease, Cholesterol its role in coronary heart disease (1 folder)

<i>SR BC E/3</i>	<i>Publications issued by the Butter Council</i>	<i>1939-1995</i>
SR BC E/3/1	The Cooperative Advertising of Butter in the United Kingdom (1 doc)	1939
SR BC E/3/2	Influences on Butter Consumption (1 doc)	1966
SR BC E/3/3	A Future Role, mark 1, 2 and 3 (3 docs)	1977
SR BC E/3/4	The UK Butter Market a time for a decision (1 doc)	1982
SR BC E/3/5	Cardiologists' Attitudes to Risk factors for CHD (1 doc)	1984
SR BC E/3/6	Cholesterol Its role in coronary heart disease by Clive wood MSc Dphil (1 folder)	n.d.[1980's]
SR BC E/3/7	Risk Factors in Coronary Heart Disease interpretive report (1 doc)	1991
SR BC E/3/8	Risk Factors in Coronary Heart Disease (1 doc)	1993
SR BC E/3/9	Risk Factors in Coronary Heart Disease (1 doc)	1993

SR BC E/3/10	Nutrition and health programme (1 doc)	1994
SR BC E/3/11	Project Sally A store based study of yellow fats purchasing (1 doc)	1994
SR BC E/3/12	Further Development of a Model to Examine the Factors that Influence Butter Sales with Particular Emphasis Upon Pricing Scenarios (1 doc)	1994
SR BC E/3/13	Targeting the Younger Generation (1 doc)	1994
SR BC E/3/14	Risk Factors in Coronary Heart Disease (2 docs)	1994
SR BC E/3/15	The Butter Council Nutrition & Health campaign advertising strategy (1 doc)	1994
SR BC E/3/16	Market Report (1 doc)	1995
SR BC E/4	<i>Promotional Lecture Notes</i>	<i>n.d.[1980's]</i>
SR BC E/4/1	Lecture notes entitled Butter making today, with accompanying illustrative slides Issued by the Butter Information Council (1 doc, 19 colour slides)	n.d.[1980's]
SR BC E/4/2	Lecture notes entitled Butter guide to making warm butter sauces and roux sauces, with illustrative slides (1 doc, 50 colour slides)	n.d.[1980's]
SR BC E/4/3	Lecture notes Cooking with butter to make compound butters for catering (1 doc, 26 colour slides)	n.d.[1980's]
SR BC E/4/4	Lecture notes Cooking with butter to make shortcrust pastry (2 docs, 21 colour slides)	n.d.[1980's]
SR BC E/4/5	Lecture notes Cooking with butter - Victoria sandwich cakes (1 doc, 26 colour slides)	n.d.[1980's]

SR BC E/4/6	Lecture notes Cooking with butter - Butter Baked Cookies (1 doc, 18 colour slides)	n.d.[1980's]
SR BC E/4/7	Lecture notes Cooking with butter - Sugar Pastry (1 doc, 18 colour slides)	n.d.[1980's]
<i>SR BC E/5</i>	<i>School Materials</i>	<i>1994</i>
SR BC E/5/1	Folder of teaching material used by Blockley Church of England Primary School entitled The Taste of Food (5 folders)	1994
<i>SR BC E/6</i>	<i>House Journals</i>	<i>1981-1995</i>
SR BC E/6/1	Butter World Magazine (1 folder)	1981-1989
SR BC E/6/2	Butter Business Magazine (1 folder)	1991-1992
SR BC E/6/3	Butter Business Issued by the Butter Council (1 folder)	1991-1994
SR BC E/6/4	Butter Matters Issued by the Butter Council (1 folder)	1993
SR BC E/6/5	BIC [Butter Information Council] Information Bulletin (1 doc)	1995
<i>SR BC E/7</i>	<i>Publications by others</i>	<i>1974-1978</i>
SR BC E/7/1	Diet and Coronary Heart Disease issued by	1974

	the Department of Health and Social Security (1 doc)	
SR BC E/7/2	Journal of the Royal College of Physicians of London Vol. 10, No. 3 (1 doc)	1976
SR BC E/7/3	Prevention of Coronary Heart Disease report of a Joint Working Party of the Royal College of Physicians of London and the British Cardiac Society (1 doc)	1976
SR BC E/7/4	Eating for health issued by the Health Department of Great Britain and Northern Ireland (1 doc)	1978
SR BC E/3/8	The Psychology of Food and computer tables (5 docs)	1992-1993
SR BC E/8	<i>Artwork</i>	<i>n.d.[1960's]</i>
SR BC E/8/1	Original artwork for The Busy Person's Guide to Fats in the Diet (19 docs)	n.d.[1980's]
SR BC E/8/2	Original artwork for The New Cholesterol-Lowering Diet (2 docs)	n.d.[1980's]
SR BC E/8/3	Original artwork for poster Pure Natural butter (1 doc)	n.d.[1980's]
SR BC E/8/4	Original artwork for The Busy Person's Guide to Health and Fitness 2 nd ed (3 docs)	n.d.[1980's]
SR BC E/8/5	Original artwork for Butter Pure and Simple (1 folder)	n.d.[1980's]
SR BC E/8/6	Original artwork for Changes (1 folder)	n.d.[1980's]
SR BC E/8/7	Original artwork for the Human Machine and Patterns (1 folder)	n.d.[1980's]

SR BC E/8/8	Original artwork for Patterns work cards (1 folder)	n.d.[1980's]
SR BC E/8/9	Original artwork for Practice Nurse Booklet (1 folder)	n.d.[1980's]
SR BC E/8/10	Original artwork for Busy Person's Meal Planner (1 folder)	n.d.[1980's]
SR BC E/8/11	Original artwork for the Busy Person's Guide to Health and Fitness (1 folder)	n.d.[1980's]
SR BC E/8/12	Original artwork for A Focus for the Future (1 folder)	n.d.[1980's]
SR BC E/8/13	Original artwork for an illustration for showing the difference between butter and margarine manufacture (1 folder)	n.d.[1980's]
SR BC E/8/14	Original artwork for Health and Fitness (1 folder)	n.d.[1980's]
SR BC E/8/15	Original artwork relating to the national curriculum (1 folder)	n.d.[1980's]
SR BC E/8/16	Original artwork for Fitness for Life and Lifestyle Check (1 folder)	n.d.[1980's]
SR BC E/8/17	Original artwork for The Right Start Healthy Eating for Healthy Kids (1 folder)	n.d.[1980's]
SR BC E/8/18	Original artwork for Getting the Balance Right (1 folder)	n.d.[1980's]
SR BC E/8/19	Original artwork for an unknown leaflet (1 folder)	n.d.[1980's]
SR BC F	LEGAL ACTION	1965-1975

SR BC F/1	Folder relating to the Butter Council complaint against Summer County margarine (1 folder)	1965
SR BC F/2	Folders relating to Stork SB Margarine court case The Margarine Regulations 1967 (Van den Berghs & Jurgens Ltd v. The Independent Broadcasting Authority New Stork SB (3 folders)	1974-1975
SR BC G	ADMINISTRATIVE MATERIAL	n.d.[1994-1995]
SR BC G/1	Folder entitled the Butter Council Design Manual Includes logotype standards, business stationary standards and typographic standards and logo negatives (1 folder)	n.d.[1994]
SR BC G/2	Folder of newspaper cuttings relating to the winding up of The Butter Council (1 folder)	1995
SR BC G/3	Presentation Nutrition and Health Programme The Butter Council Review:1991-1995 (1 doc)	1995
SR BC G/4	Folder including Articles of Association and promotional material issued by The Butter Council (1 folder)	1981-1988
SR BC P	PHOTOGRAPHS	n.d.[1980's]
SR BC PH3/1	Folder of photographs and negatives entitled Advertisements (1 folder)	n.d.[1980's]
SR BC PH3/2	Folder of slides, negatives and photographs entitled promotional material (2 folders)	n.d.[1980's]
SR BC PH3/3	Folder of photographs of people (1 folder)	n.d.[1980's]
SR BC PH5	SLIDES AND TRANSPARENCIES	1979-1988

SR BC PH5/1	Slides of advertising material issued by the Butter Information Council and news paper cuttings (89 colour slides)	1979-1994
SR BC PH5/2	Slides entitled Summer Meeting slides with advertising Including Grasmere, Northern Ireland and Denmark (64 colour slides)	1987-1988
SR BC PH5/3	Slides relating to advertising campaigns (87 colour slides)	n.d.[1980's]
SR BC PH5/4	Slides relating to process of butter making (46 colour slides)	n.d.[1980's]
SR BC PH5/5	Nature's Miracle The Story of Butter teachers notes slides (2 packs of 22 colour slides)	n.d.[1980's]
SR BC PH6	FILM	n.d.[1970's-1992]
SR BC PH6/1	Film entitled Nature's Miracle [Please note there are currently no facilities to view this tape at MERL] (1 video, 1500VCR?)	n.d.[1970's-1980's]
SR BC PH6/2	Film entitled No Buts TV Butter Council commercials (1 video, VHS)	1980-1983
SR BC PH6/3	Film entitled Eat with your Eyes [Please note there are currently no facilities to view this tape at MERL] (1 video, U-matic)	1984
SR BC PH6/4	Film entitled Welcome back to butter (1 video, VHS)	1985
SR BC PH6/5	Film entitled Butter Nothing (1 video, VHS)	1986
SR BC PH6/6	Films entitled Home Cookery Club	1987

	(2 videos, VHS)	
SR BC PH6/7	Film entitled Butter why waste your bread on anything else? TV Butter Council commercials (1 video, VHS)	1989
SR BC PH6/8	Film relating to Butter Council advertisement (1 video, VHS)	1990
SR BC PH6/9	Film entitled Patterns [Please note there are currently no facilities to view this tape at MERL] (2 videos, Betacam SP)	1991
SR BC PH6/10	Film entitled The Human Machine [Please note there are currently no facilities to view this tape at MERL] (1 video, Betacam SP)	1992
SR BC PH6/11	Film entitled The Search [Please note there are currently no facilities to view this tape at MERL] (1 video, Betamax)	n.d.[1980's]
SR BC P6	AUDIO CASSETTES	1982-1986
SR BC P6/1	Audio cassettes relating to Butter Council advertisements (6 cassettes)	1982-1986