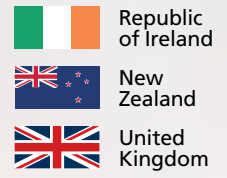


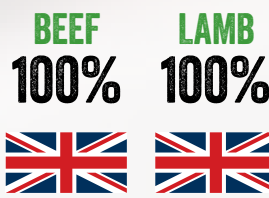
BEEF & LAMB

The country of origin and proportions are listed (? = proportions not disclosed). Certain retailers have a defined season for British Lamb, this is listed where known. Only refers to own brand fresh products, excludes ready meals and processed products. All data as of July 2020. For full details please visit: www.countrysideonline.co.uk/backbritishfarming



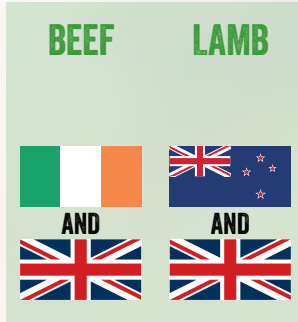
7.7%
MARKET SHARE

STANDARD



14.1%
MARKET SHARE

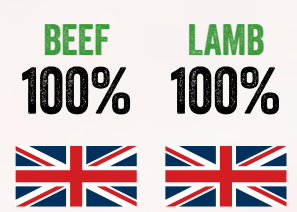
VALUE SmartPrice



STANDARD Butcher's Selection

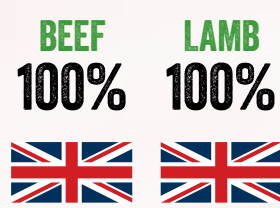


PREMIUM Extra Special

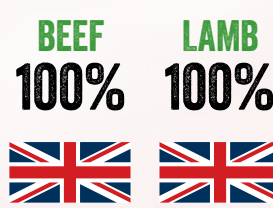


7%
MARKET SHARE

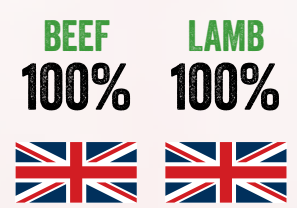
VALUE Simply Value



STANDARD Loved by Us

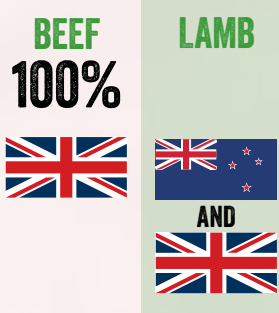


PREMIUM Truly Irresistible



5.9%
MARKET SHARE

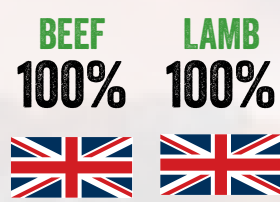
STANDARD



EST. 1884

>2.0%
MARKET SHARE

VALUE Simply M&S



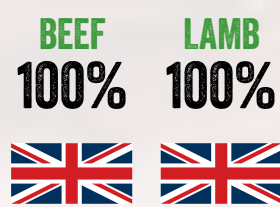
Marks and Spencer



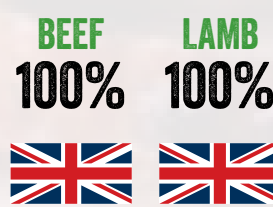
Since 1899

10%
MARKET SHARE

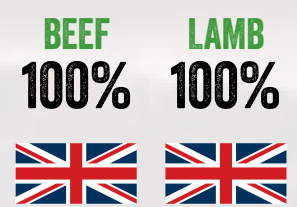
VALUE Savers



STANDARD Our Family Butcher



PREMIUM The Best



15%
MARKET SHARE

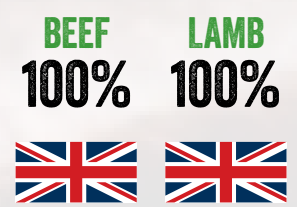
VALUE Basics



STANDARD Sainsbury's



PREMIUM Taste the Difference

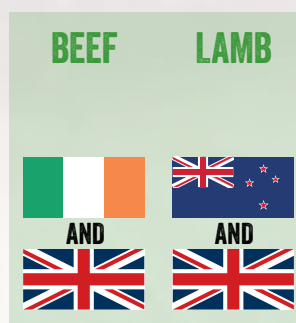


26.9%
MARKET SHARE

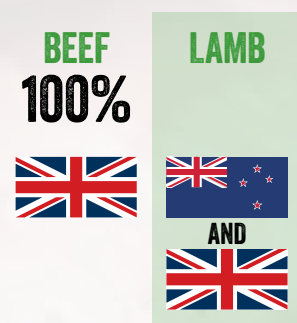
VALUE



STANDARD Tesco

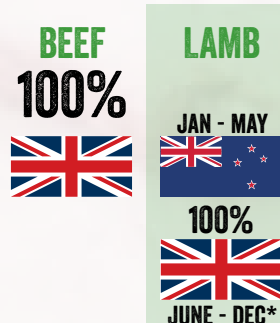


PREMIUM Tesco Finest



5.0%
MARKET SHARE

VALUE Waitrose Essentials



Waitrose



*BRITISH LAMB SEASON JUNE - DECEMBER