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Retailer Fresh Sourcing Policies



Market share 28.4% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy					Horticulture
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter	Cream	
Value	British and NZ	British (Red Tractor) or Irish (Bord Bia)	British (Red Tractor)	100% British Lion shell eggs - Enriched Cage	100% British Red Tractor. 100% COP segregated supply chain	Mature and Extra Mature cheddar cheese is sourced from TSDG members within a partnership with Parkham Farms. 29ppl being paid for first milk and south Caernarfon Creameries for the winter period	Move to 100% British on Tesco standard from March 2016 – Value remains German	100% British	Tesco single cream, double cream and extra thick double cream (150ml, 300ml, 600ml) products are supplied through the TSDG and are therefore British	100% Root Vegetables. Plans for extension of direct supply chain model into horticulture
Standard	British and NZ	British (Red Tractor) or Irish (Bord Bia)	British (Red Tractor)	100% British Lion shell eggs - Free Range (1 barn line) - Freedom Food certified						
Premium	Best in Season 9 months British, 3 months NZ	British (Red Tractor) – moving to Aberdeen Angus.	British Corn fed, Red Tractor	100% Free Range - Freedom Food - Bluebell Aurancana and Chestnut Marron						

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Sainsbury's

Market share 16.8% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy					Horticulture
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter	Cream	
Value	British and NZ - 100% British in season (end June - Jan 2016)	British (Red Tractor) or Irish (Bord Bia)	British Red tractor	100% British Lion Code - Barn - Freedom Food	100% COP Contracted supply chain - non segregated	Sainsbury's brand cheddar cheese is 100% British with the exception of Canadian Cheddar. Approximately 50% of Sainsbury's brand cheddar tonnage per year is produced from milk from 88 farmers who are members of Sainsbury's Cheese Development Group	100% British with the exception of French Set yoghurt and their fromage frais	100% British with the exception of Taste the Difference Beurre'd'Isigny	100% British - with the exception of Crème Fraiched'Isigny	No information about specific British fruit & veg sourcing policies. Commitments to work with suppliers and invest in R&D.
Standard	British and NZ - 100% British in season (end June - Jan 2016)	British (Red Tractor) or Irish (Bord Bia)	British Red Tractor	100% British - Woodland Free Range - Freedom Food						
Premium	100% British	Suckler Beef, British	Free Range Woodland grown							

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Asda

Market share 16.2% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy					Horticulture
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter	Cream	
Value	Use UK and NZ.	British (Red Tractor) or Irish (Bord Bia)	British Red Tractor and Dutch	100% British Lion code - Enriched Cage	100% British Red Tractor – floor price of 28ppl on liquid milk	All Cheddar 100% British	85% British	100% British	100% British	Unknown
Standard	Use UK and NZ.	British (Red Tractor) or Irish (Bord Bia) or Uruguay (Hereford)	British Red Tractor and Dutch	100% British Lion code - Barn - Freedom Food						
Premium	100% Welsh lamb	British (Red Tractor)	British Red Tractor - Free Range - Corn fed	100% British Lion code - Free Range - Freedom Food						

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Morrison's MORRISONS

 Market share 10.6% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy					Horticulture
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter	Cream	
Value	100% British (own label)	British (Red Tractor)		100% British Lion code - Enriched Cage	100% British Red Tractor – floor price of 26ppl	UK indigenous cheeses are produced in the UK using 100% British milk (with the exception of a Canadian Cheddar – less than 1% sales). A winter support payment has been put in until March 2016	Made with 100% British Milk	100% British	Made with 100% British Milk	Integrated supply chain, own 6 pack houses, and has direct relationships with growers. Production led promotions, capitalise on seasons and flushes. When in season, 100% British Strawberries, carrots, broccoli, cauliflower, peas, cabbage, onions, potatoes, parsnips and sprouts
Standard	100% British (own label)	British (Red Tractor)	British Red Tractor	100% British Lion code - Barn - Freedom Food						
Premium	100% British (own label)	British (Red Tractor)	British Red Tractor - Corn fed - Free Range	100% British Lion code - Free Range - Freedom Food						

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The Co-operative **The co-operative**

Market share 6.0% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy				Horticulture	
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter		Cream
Value	They state 100% British in season (June–January) and then NZ.	British (Red Tractor)								
Standard	They state 100% British in season (June – January) and then NZ.	British, Hereford (England, Wales and NI), Aberdeen Angus (Scotland).	British Elmwood chicken	British lion code - Free Range - Freedom Food	100% British. Dedicated group - paid a 'basket price' which uses the Tesco and Sainsbury's cost of production models combined with the Muller Wiseman base price commodity model	All own brand cheddar cheese from the UK using 100% British milk. This is paid on a milk pricing model linked to a 'milk price basket'	Co-op yoghurts use 100% British milk	100% British	Unknown	Sate, when in season, sell 100% British: Potatoes Parsnips Cabbage Carrots Swedes Onions
Premium	100% British	British, Hereford (England, Wales and NI), Aberdeen Angus (Scotland).	British - Free Range - Corn fed							

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Aldi



Market share 5.8% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy					Horticulture
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter	Cream	
Value	100% British	100% British	100% British	100% British Lion code - Enriched Cage	100% British – floor price of 28ppl	Aldi’s Cheddar and other cheeses indigenous to Britain are produced in the UK with 100% British milk	Unknown	100% British	100% British	Signed Fruit and veg pledge, surpasses the requirements of it. Over trade on British Fruit and vegetables as a direct result of procuring British fruit and veg when in season. When in season, sell 100% British: Potatoes Onions (except mild onions) Brassicas Carrots Parsnips Swedes Celeriac Turnips Asparagus Pumpkin Podded peas Runner beans Lettuces Berries Potted herbs Salad onions
Standard				100% British Lion code - Free Range - Freedom Food						

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Market share 5.2% (Kantar World panel 12 weeks to 28th Feb 2016)

Brand	Fresh Meat			Eggs	Dairy				Horticulture	
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter		Cream
Value	British (June to December) and NZ (January to May)	British (Select Farms)	British Red Tractor	100% British Lion shell egg - Free Range - Freedom Food	100% British and comes from dedicated milk pools. These farmers are paid a fair price, based on the cost of production and future investments	Own label cheddar is British, with the exception of their Irish and Canadian cheddar	All Waitrose own-label yogurts are produced using British Milk - with the exception of Greek yogurt	100% British	Waitrose cream is British and exclusively sourced from their milk pool	Share technical advances, improve efficiencies. Working towards whole crop utilisation. State when in season, sell 100% British: Potatoes (ex.New), Swede, Purple sprouting broccoli, Leeks, Pot herbs, Mushrooms, Onions, Carrots, Parsnips, Savoy cabbage, Cauliflower, Sprouts (loose/nets/on stalk)



Lidl



Market share 4.2% (Kantar World panel 12 weeks to 28th Feb 2016)

	Fresh Meat				Dairy					
Brand	Lamb	Beef	Chicken	Eggs	Milk	Cheese	Yogurt	Butter	Cream	Horticulture
Value	British and NZ	British Red Tractor			100% British – floor price of 28ppl	Cheddar and other cheeses indigenous to Britain are produced in the UK with 100% British mil	Unknown	Unknown	Unknown	Unknown
Standard			British Red Tractor	100% British Lion code - Enriched Cage						
Premium			British Red Tractor - Free Range	100% British Lion code - Free Range - Freedom Food						





Market share circa 2%

Brand	Fresh Meat			Eggs	Dairy					Horticulture
	Lamb	Beef	Chicken		Milk	Cheese	Yogurt	Butter	Cream	
Value	British (June to December) and NZ (December to June)	British (Red Tractor), selected farms		British Lion Code- Free Range	100% British - on COP model	Cheddar lines made with 100% British milk	100% British	100% British	100% British	No information about specific UK fruit & veg sourcing commitments. Working with growers to extend British seasons.
Standard	British (June to December) and NZ (December to June)	British Hereford, Shorthorn	British - Red Tractor - Oakham Chicken							
Premium	British (June to December) and NZ (December to June)	Aberdeen Angus and Shorthorn	British - Red Tractor - Free Range Chicken - Freedom Food							

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