



MORRISONS

Date: 20 June 2011

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Andrea Leadsom MP  
House of Commons  
London  
SW1A 0AA

*Dear Mrs Leadsom,*  
British Food Aisle

Thank you for your letter of 6<sup>th</sup> June to our CEO regarding the idea of a British Aisle in our stores. Dalton has asked me to reply on his behalf.

It is indeed an interesting idea, and one we have considered in the past. In fact, we would love to be able to showcase a 'British Isle' – highlighting everything that we do to support British food and agriculture. The reality is unfortunately, that this could have unintended consequences. As you can imagine, we closely watch the way customers shop our stores, and we ask them questions about how they like to shop. This information has told us that when we separate out certain types of food like Fairtrade or Organic or 'Free from' foods, then sales invariably suffer. This is because customers tend to shop by commodities – e.g. meat, dairy, grocery, produce etc.

We have found therefore that the best way to promote these foods is to merchandise them alongside similar foods in the normal aisles. That way, when customers shop for a particular product, they have a choice of the full range, including the British produce.

The alternative to this would be to 'dual site' all products with a UK origin, and we sadly do not have the floorspace to do this.

I hope however that it will please you to know that what makes Morrisons different from other retailers is that we are a vertically integrated supermarket with a strong relationship with our food chain. We deal directly with hundreds of British farmers. We operate a whole crop purchasing policy to ensure farmers are not left trying to off-load crops. We purchase livestock directly from farmers and use the whole carcass, allowing us to be the only supermarket to sell only 100% fresh British beef, lamb and pork. In total our three abattoirs, and seven produce packhouses, three bakeries and two food preparation factories make us one of the top five food manufacturers in Britain, and the second largest fresh food manufacturer.

We are sorry that you are unable to make it to our summer BBQ next month in Westminster Abbey Gardens, where we will be showcasing the best of British Food. I have enclosed a copy invitation for you in case your circumstances change. Alternatively, I would be very happy to discuss this with you further in London if it would be helpful.

*With every best wish,*

GUY MASON  
Head of Government Affairs