

Sainsbury's



official partner of the Paralympic Games

Andrea Leadsom MP
House of Commons
London
SW1A 2AA

Monday, 4th July 2011

Dear Ms Leadsom,

Justin King
Group Chief Executive

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Switchboard 020 7695 6000
www.sainsburys.co.uk

Thank you for your letter concerning a British Food Aisle.

Many of our products are 100 per cent British, all year round, such as our fresh chicken, turkey, duck, sausages, ham, eggs and fresh and UHT milk. In fact, last year we launched more, new British products than any other grocer. Our commitment to providing great-tasting British products means offering them when they are in season and at their best. In many cases we buy a particularly large share of the entire British crop; for instance we sell more British pears than any other retailer and have the widest range of British apples.

We recognise that today's customers want more information about the provenance of the food they buy so we aim to provide clear, accurate labelling of the country of origin. In 2010, we signed up to the voluntary guidelines drawn up by the Department for Environment, Food and Rural Affairs and the British Retail Consortium, entitled *Principles on Country of Origin Information*. Country of origin is prominently displayed on the packaging of many of our fresh products, giving customers the information they need to support British farmers and growers. For example, we label meat as British only if the animal was born, reared and slaughtered in the UK. If products contain meat that is not British, we state this clearly and include the country of origin.

As well as labelling products as British, we also promote British products in store with point of sale displays and banners. We have a policy of doing this wherever we can, highlighting products with signage saying 'British', as well as stamping a Union Jack logo on normal signage where possible.

We carefully design the layout of our stores with our customers in mind. We know that they want the easiest, most efficient way of doing their shopping and they prefer a range of products to be grouped together, rather than in separate areas, divided by country of origin.

We work with over 3,000 British farmers through our Development Groups and Crop Sustainability Groups. These help the farmers who supply our business to become more efficient and make their operations more sustainable in the long term, while ensuring the products they produce are of the best quality for our customers.

I hope this assures you of our commitment to British products and our support for British farmers and growers.

Yours sincerely,

A handwritten signature in blue ink that reads 'Justin King'.

Justin King

Registered office as above
Registered number 3261722 England
A subsidiary of J Sainsbury plc