



TESCO PLC

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Our Ref: RB/AL

22 June 2011

Andrea Leadsom MP
House of Commons
London
SW1A 0AA

Dear Mrs Leadsom

Thank you for your letter to Philip Clarke of 6 June about the possibility of a British food aisle in our supermarkets.

Tesco is British farming's largest customer and we share your commitment to supporting British industry. We are very proud of the amount of British food that we sell - for example, all of our fresh milk, all of the fresh meat on our counters and 85% of our pre-packed meat is British. Last year, Tesco signed up to the British Retail Consortium's voluntary code on Country of Origin Labelling and our fresh meat and dairy products are clearly labelled with their country of origin. This is accompanied on many products by a Union Flag or the Red Tractor symbol, which are recognised by our customers as markers of quality British food.

Our customers tell us that they like to buy British and that they are keen to support local producers, with 48% buying more local products than they did five years ago. To enable us to meet this demand, we have established five regional buying offices across the UK, whose staff look for the best local producers with a view to stocking them first in nearby stores and then nationally if sales are good. These items are promoted instore and clearly labelled, and in the last year we sold £1 billion of local products.

In terms of a British food aisle, our customers tell us that they prefer similar items to be grouped together as it makes it easier for them to do their shopping. In fact, when we trialled a local food aisle in Lancashire, sales of local products actually dropped. In addition, given the volume of British food we sell

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across so many categories, it would not be practical to segregate it from the much smaller amount of food that comes from outside the UK.

I understand that you recently met Amy Jackson from our Government Affairs team. I know that the team are keen to continue their dialogue with you and will be in touch to follow this up.

Please let me know if I can be of any further help.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'R Brasher', with a stylized, cursive script.

RICHARD BRASHER
UK CHIEF EXECUTIVE