



# Waitrose



**Mark Price**  
Managing Director

Andrea Leadsom MP  
House of Commons  
London  
SW1A 0AA

30 June 2011

*Dear Andrea,*

Many thanks indeed for your letter of 6 June about your proposed campaign to support British food through the British Food Aisle Campaign. I am delighted to say that Waitrose entirely shares your passion for supporting British farmers and producers and we have a long history of championing home-grown produce and providing our customers with delicious ethically-sourced food and drink. One of the central themes of our approach to business is to always bring our customers the highest quality British food and produce and to celebrate British seasonal food at its very best.

We have a firm commitment to supporting our farmers and that is why we only sell British beef, pork, lamb (when in season), chicken and milk. We are dedicated to ensuring a viable and thriving future for all British farmers which means paying them a fair price and investing a great deal of effort into sharing best practice, developing relationships and finding solutions to issues that face the sector.

We absolutely agree with you that it is important to make it easy for customers to identify produce with a British prominence. That is why we provide clear and prominent labelling and point of sale information about the origin, source and welfare standards of the products we sell. For example, we are currently promoting British fruit and vegetables prominently within all of our branches to celebrate the fact we are at the height of the British season.

Our market-leading local and regional initiative provides customers with products that are from known sources often close to home. A product is defined as 'local' if it is made within a 30-mile radius of the branch where it is sold. Regional products are also sold from a wider location. In fact, to allow small producers to expand their distribution where customer demand is strong and they are keen to do so, we advertise these products as 'Food from Berkshire' for example. Products in the scheme include sausages, bacon, ice cream, wines and cheese - all made largely from locally-produced ingredients, free from unnecessary additives and usually delivered straight to the branch by the supplier. At present we source more than 1200 local products from 450 local suppliers.

Food shops of the John Lewis Partnership

Bracknell, Berkshire RG12 8YA

Telephone 01344 424680

[www.waitrose.com](http://www.waitrose.com)

We would very much like to hear more from you about your proposals and to show you what we are doing. If you had the time to meet our marketing team in our Towcester branch or in your office in Westminster we would be delighted to arrange this. And should you wish to meet one of our farmers or local suppliers, we would be more than happy to organise it. If any of this is of any interest, perhaps I could ask you to contact Kate Rowley on [kate\\_rowley@waitrose.co.uk](mailto:kate_rowley@waitrose.co.uk).

Thank you again for taking the time and trouble to write.

Yours sincerely

Neer Kuri

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