

## **FOOD STRATEGY IN SOUTHWARK**

Areas of particular interest:

- Local supply
- Fair Trade Food
- Organic

Stores being looked at:

- Tesco
- Sainsbury's
- Somerfield

### **TESCO: Local Supply**

"We are proud to stock local products and to work with local suppliers. But we know, because our customers and suppliers tell us, that we can do more - both to celebrate the local products and suppliers that we have, and to make it easier for more local products and suppliers to reach us and our stores."

"we plan to roll out to all parts of the UK our highly successful local buying programme in Scotland and Northern Ireland, where we have hundreds of local suppliers providing us with thousands of products." *Tesco Local Sourcing Team*

E.g.: Tesco cheese challenge gives smaller British Cheese makers the opportunity to develop a new cheese for the market or to expand the distribution of their existing cheese. On 11<sup>th</sup> June 2009, the final judging of the Tesco Cheese Challenge together with the Awards Ceremony and Celebration Lunch was held at the Bluebird on London's fashionable King's Road, Chelsea. In 2009, the Tesco Cheese Challenge celebrated seven years of seeking out innovative, excellent British cheeses. The competition forms part of Tesco's commitment to UK Farming and also facilitates the building of relationships between local suppliers and the Tesco Regional Buying Teams. This year, the categories were amended slightly to widen the appeal of the competition to as many small cheese producers across the UK as possible. "We play our part in supporting UK farmers to meet these challenges by working with the industry to help it to grow in existing and new markets. For example by working with UK growers to extend the growing season so that we are able to sell more British produce throughout the year."<sup>1</sup>

### **WHY DON'T YOU DO MORE TO PROMOTE LOCAL PRODUCTS IN STORE?**

"We already offer 7,000 regional lines including 600 Welsh lines, 1,500 Irish lines and 1,000 Scottish lines. We have dedicated buying teams in Scotland, Wales and Northern Ireland, whose task it is to seek out and develop relationships with suppliers. We have also invested in new technology to enable our growers to supply us for more of the year. Examples include

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<sup>1</sup> <http://www.tescofarming.com/v2/faq.asp>

cucumbers, strawberries and asparagus. We have ambitious plans for the future to improve our local offering still further. We have recently announced that we will be hosting open days where small suppliers can meet our buyers. Our aim is to sell more local and regional lines than you will find in any other store".<sup>2</sup>

"We have ambitious local sourcing targets to build on our existing range of locally sourced products and plans to promote local food in our stores still further."

Tesco is on course to generate more than £500 million from the sale of locally produced food and drink this year as Britain's biggest retailer cashes in on a surge in demand for regional products.

Sales of locally sourced goods such as bread, meat, apples, eggs and rape-seed oil have risen by 40 per cent at Tesco this year as increasing numbers of consumers shun big brands.

Tesco launched its local sourcing initiative last year and at present stocks 3,000 regional product lines around Britain.

#### TESCO: FAIR TRADE;

Stock over 90 Fair-trade lines, of which 14 lines are own-brand, including roses, mangoes, avocados, citrus fruits and cookies. This year we have achieved a 60% increase in Fair-trade sales. Our customers now buy 1 in 3 Fair-trade products sold in UK supermarkets. We supported the Fair-trade Fortnight in March 2005 by raising customer awareness through in-store promotions and by inviting local Fair-trade groups to hold food tastings and talk to customers about Fair-trade in our stores.

#### TESCO: ORGANIC FOOD;

Tesco Organic food range has restricted the amount of chemicals and additives used to produce them. Tesco now stocks over 1200 competitively priced organic foods, from fruit and vegetables to meat, dairy and drinks.

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<sup>2</sup> See above footnote