



# **SHELFWATCH PHASE 2**

## **SUMMARY REPORT**

**MAY 2024**

## Introduction

1. On behalf of farmers and crofters, NFU Scotland is continuing with its ShelfWatch project, shining a light on where and how Scottish produce is being made available to consumers. We want to support our farmers and crofters, to ensure that there is recognition and reward for the outstanding food that they work so hard to produce.
2. The first ShelfWatch project in January gave us a useful baseline. It allowed us to understand the differences between product types, where Scottish produce is to the fore and where there is dominance from produce from elsewhere.
3. This document presents the high-level summary results from Phase 2. On the Union's behalf, an independent research firm visited 73 stores across Scotland in late May. They looked at the origin of own brand beef, lamb, pork, chicken, potatoes, vegetables, dairy products and soft fruit products across all the major retailers. And branded products, identifying the origin of these for dairy products. For the purposes of this report, we have focussed on own brand products.
4. This is the second of four ShelfWatch surveys to be carried out within the 12 month period. The project is evolving, and it is already helping us build up a picture of the major retailers. We look forward to building on this to give us a platform for ongoing engagement for supermarket and policy discussions.
5. We know that our primary producers provide fantastic products, to the highest welfare standards. This is something that we are justifiably proud of. However, we also know that securing a fair return from the marketplace remains a significant challenge. We will continue to work hard on behalf of our members to ensure that they are at the forefront of discussions.

Martin Kennedy, President, NFU Scotland

A handwritten signature in black ink that reads "Martin C. Kennedy". The signature is written in a cursive, flowing style.

## Summary

6. ShelfWatch 2 took place in May 2024, following the ShelfWatch 1 in January 2024. The purpose of the ShelfWatch is to provide a picture of how retailers are supporting Scottish producers.
7. Expanding on January ShelfWatch, which covered own brand products, the ShelfWatch looked at quantity of own brand and branded products. ShelfWatch took place in 73 stores across Scotland, more than 15,000 products were audited.
8. Overall, there is no significant change in the availability of identified Scottish products, with results showing a modest increase.
9. For own brand products Aldi had the highest amount of Scottish with 45%. Co-op was second with 27.6%, marginally ahead of Lidl with 27%. From January, Aldi showed a slight decrease in Scottish own brand products, whilst Co-op and Lidl showed an increase of more than 6%.
10. Soft fruit was not included in the previous ShelfWatch due to seasonality. It has been included this time as Scottish soft fruit comes into season.
11. The ShelfWatch picked up on unclear labelling of Bacon which could be confusing to consumers.
12. The table below shows ranking for own brand products by retailer for Phase 2 and Phase 1 and the difference in Scottish products.

### Ranking of Support for Scottish Own Brand Products by Retailer

Rank	Store	May - % Scottish overall	Previous rank Jan	January - % Scottish overall	Difference: + = more - = less : = same
1	Aldi	45%	1	48%	- 3%
2	Co-Op	27.6%	4	21.1%	+ 6.5%
3	Lidl	27%	2	33.6%	- 6.6%
4	Morrisons	19.2%	3	21.2%	- 1.8%
5	M&S	18.7%	5	16.3%	+ 2.4%

<b>6</b>	Tesco	13.1%	7	8%	+ 5%
<b>7</b>	Asda	11.5%	6	8.6%	+ 2.1%
<b>8</b>	Sainsbury's	9.7%	8	7.5%	+ 2.3%

13. As well as understanding how the retailers are making Scottish produce available, the ShelfWatch also looked at UK own brand products to give a combined ranking.

#### **Ranking of Support for Scottish and UK Own Brand Products by Retailer**

<b>Rank</b>	<b>Store</b>	<b>May- % Scottish</b>	<b>May-% UK</b>	<b>Overall %</b>
<b>1</b>	M&S	18.7%	66.5%	85.2%
<b>2</b>	Co-op	27.6%	56.8%	84.4%
<b>3</b>	Morrisons	19.2%	63.4%	82.6%
<b>4</b>	Aldi	45%	37.4%	82.4%
<b>5</b>	Sainsbury's	9.7%	68%	77.7%
<b>6</b>	Asda	11.5%	61.4%	72.9%
<b>7</b>	Tesco	13.1%	59.4%	72.5%
<b>8</b>	Lidl	27%	44%	71.1%

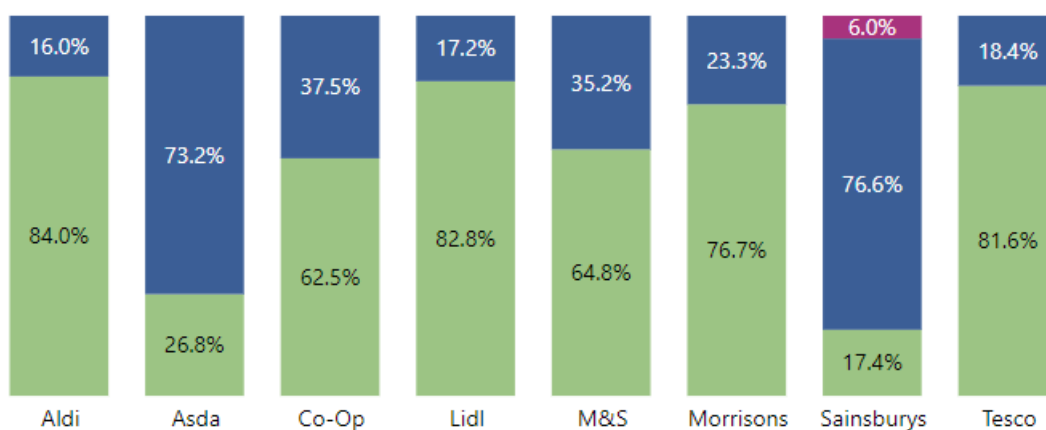
## Beef

14. The beef ShelfWatch can be compared directly with Phase 1.

- On average there is an increase of 10.9% of Scottish beef in own label versus January's ShelfWatch. Scottish beef held a strong majority in own label products<sup>1</sup> (58.2%) followed by UK (40.7%) and Irish (1%).
- Aldi continued to have the largest proportion of Scottish beef (84%); this was a slight drop from January's results (-2.4%).
- Sainsbury's continues to stock the least amount Scottish beef (17.4%), it is the only supermarket who stocks Irish beef also (6%).
- Tesco made the biggest improvement versus January, increasing the proportion of Scottish beef by 58%.

Distribution Breakdown Own Label SKUs by Storegroup & Origin

● % Scottish ● % UK ● % Irish ● % Other



SKU (stock keeping unit)

<sup>1</sup> 95.3% of beef products are own label.

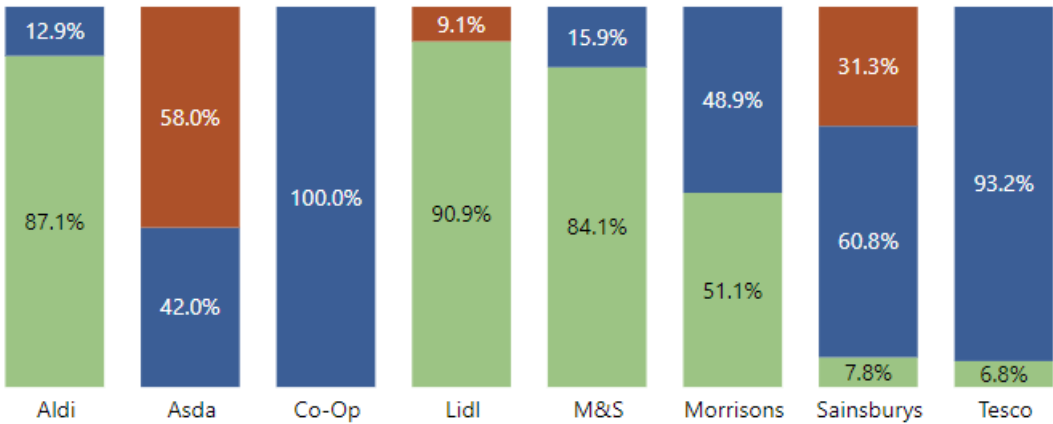
# Lamb

15. The lamb ShelfWatch can be compared directly with Phase 1.

- The proportion of Scottish lamb dropped slight to an average of 31.3% of own products<sup>2</sup> (-4.5% vs Jan). The UK holds the largest proportion (52.3%) followed by 16.4% of other. "other" sees a direct increase of 4.4%.
- Lidl stocked the most Scottish lamb at 90.9% of own label.
- Asda stocked no Scottish lamb, 58% other and a minority of 42% British Lamb.
- Co-op also did not stock Scottish lamb however Co-op did stock 100% British lamb.
- Aldi made the biggest improvement in the proportion of Scottish lamb, +9.3%.

Distribution Breakdown Own Label SKUs by Storegroup & Origin

● % Scottish ● % UK ● % Irish ● % Other



<sup>2</sup> 96.5% of lamb products are own label.

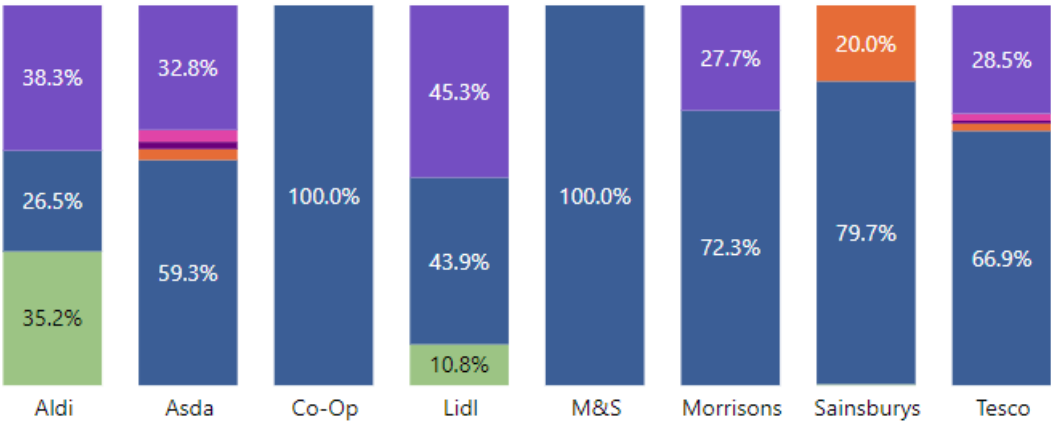
**Pork**

16. The pork ShelfWatch was revised from Phase 1 by assessing fresh pork, bacon and sausages separately.

- Aldi was the only retailer supplying Scottish pork in all three categories.
- Two retailers, Aldi and Lidl stocked Scottish pork.
- Aldi had the highest amount of fresh Scottish pork at 100%.
- The Co-op, Marks and Spencer, Morrisons, Lidl and Sainsbury’s all exclusively stocked British fresh pork.
- Both Asda (33%) and Tesco (15%) have considerable quantities of imported pork – German, Dutch and Danish.
- Three retailers (Aldi, Lidl, and Sainsbury’s) have Scottish bacon, the former two leading the way on this but still only 10% at the most.
- All retailers are importing significant quantities of bacon from Europe, Lidl and Aldi importing 87% and 74% respectively, with Sainsbury’s carrying the lowest quantity of imports at 44%.
- Aldi (39%) and Lidi (8%) were the only retailers to stock Scottish sausages. The other retailers were all using 100% UK pork for their sausages.

Own Label Distribution Breakdown by Storegroup & Origin

● % Scottish ● % UK ● % Dutch ● % German ● % Danish ● % EU ● % Other

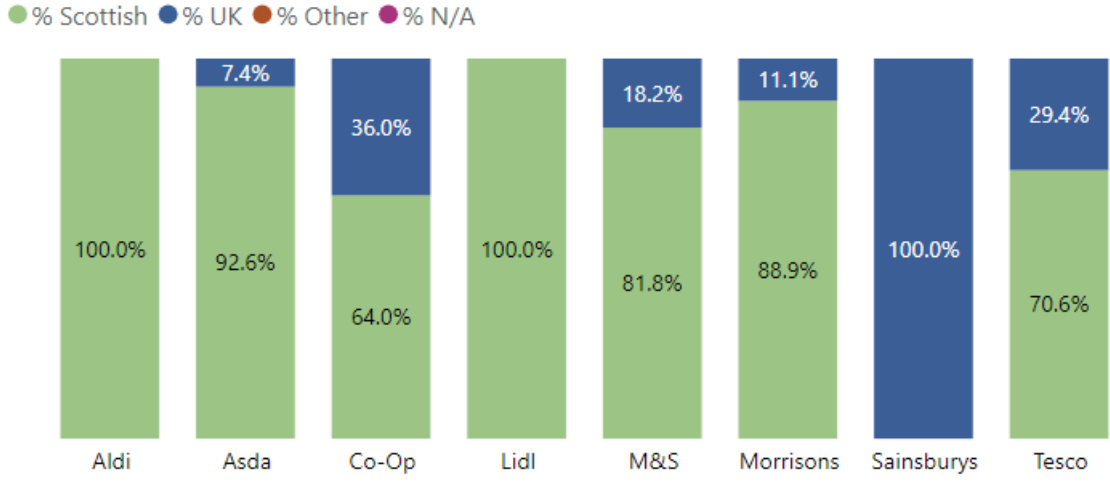


# Eggs

17. In Phase 1, eggs were assessed based on packaging. For Phase 2, shell stamps were assessed for improved accuracy.

- Aldi and Lidl stock 100% Scottish eggs.
- Aside from Sainsbury's, there is strong support for Scottish eggs across the retailers.
- Asda, Co-op, M&S, Morrisons and Tesco all had a mixture of Scottish and UK eggs, all stocking over 50% Scottish eggs. Sainsbury's was 100% UK eggs.

Own Label Distribution Breakdown by Storegroup & Origin





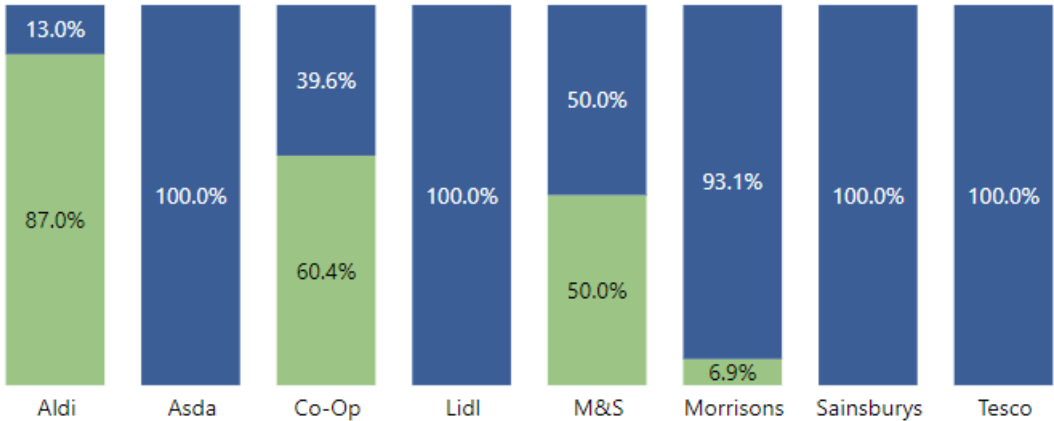
# Chicken

18. The chicken results for Phase 1 and Phase 2 were assessed on a like for like basis.

- Aldi has the highest percentage (87%) of Scottish chicken, with the remainder coming from the UK.
- Four of the retailers - Asda, Lidl, Sainsbury's and Tesco have no Scottish chicken and are 100% UK.
- Asda, Co-op, Lidl, and Morrisons have all seen a significant drop in the quantity of Scottish chicken in their store, with Asda and Lidl showing no Scottish chicken at all anymore.
- There was no imported fresh chicken in any of the retailers.

Distribution Breakdown Own Label SKUs by Storegroup & Origin

● % Scottish ● % UK ● % Irish ● % Other

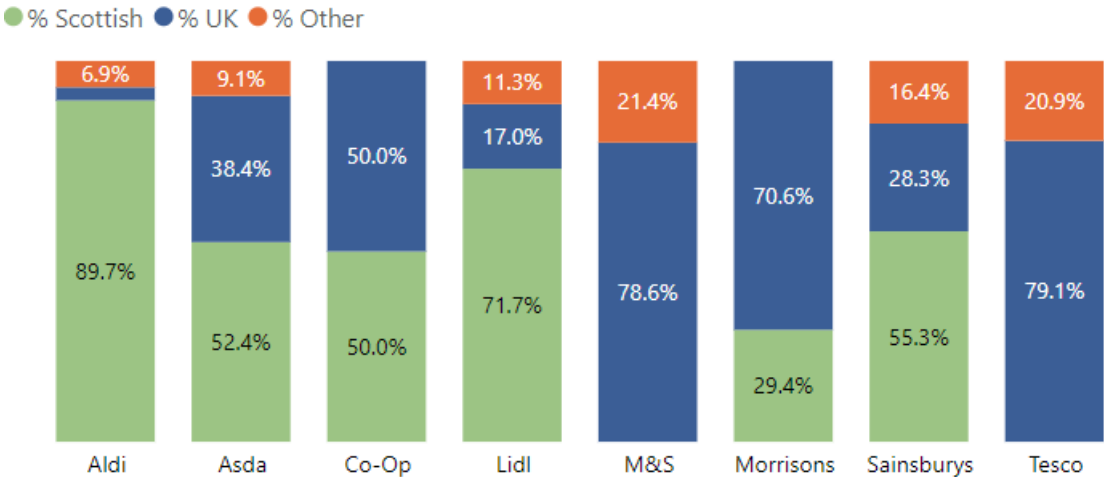


### Potatoes

19. Like Phase 1, Phase 2 covers own brand fresh potatoes; processed potatoes are excluded.

- Aldi had the highest amount (89.7%) Scottish potatoes.
- Lidl also maintain a reasonably high support for Scottish potatoes, with 71.1%.
- Three retailers (Asda, Co-Op, Sainsbury’s, Tesco) all stock more than 50% Scottish potatoes.
- Morrisons stock 29.4% Scottish potatoes.
- Both Tesco and Marks and Spencer have no Scottish potatoes.

Own Label Distribution Breakdown by Storegroup & Origin

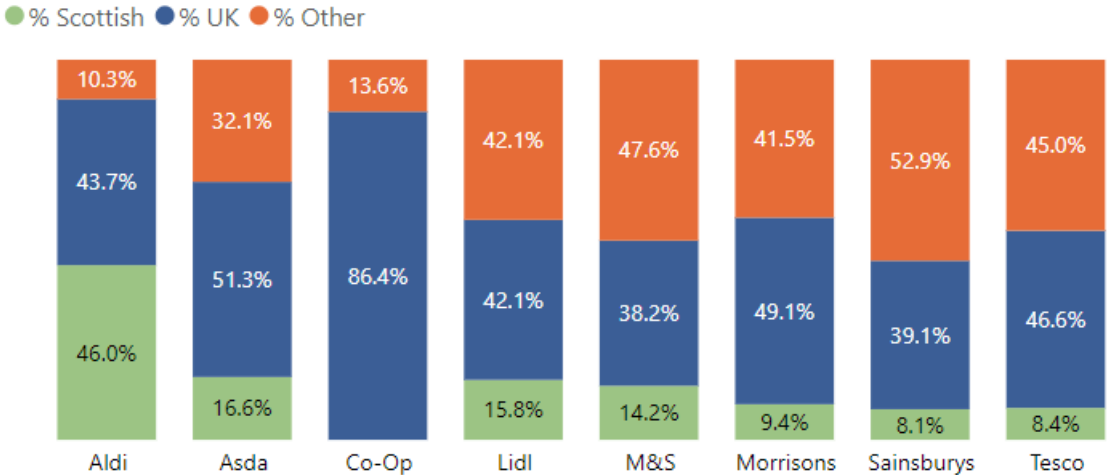


## Vegetables

20. Vegetables were assessed on a like-for-like basis in Phase 1 and Phase 2.

- Aldi stocks the highest percentage (46%) of Scottish vegetables, this is a decrease of 15.8% from the previous ShelfWatch. However, Aldi still stocks a significantly higher percentage of Scottish vegetables than any other retailer.
- Co-op are the lowest, stocking no Scottish vegetables and 100% UK vegetables. This is a decrease of 4.8% from the previous ShelfWatch.
- Generally, all other retailers increased the presence of Scottish vegetables.

Own Label Distribution Breakdown by Storegroup & Origin

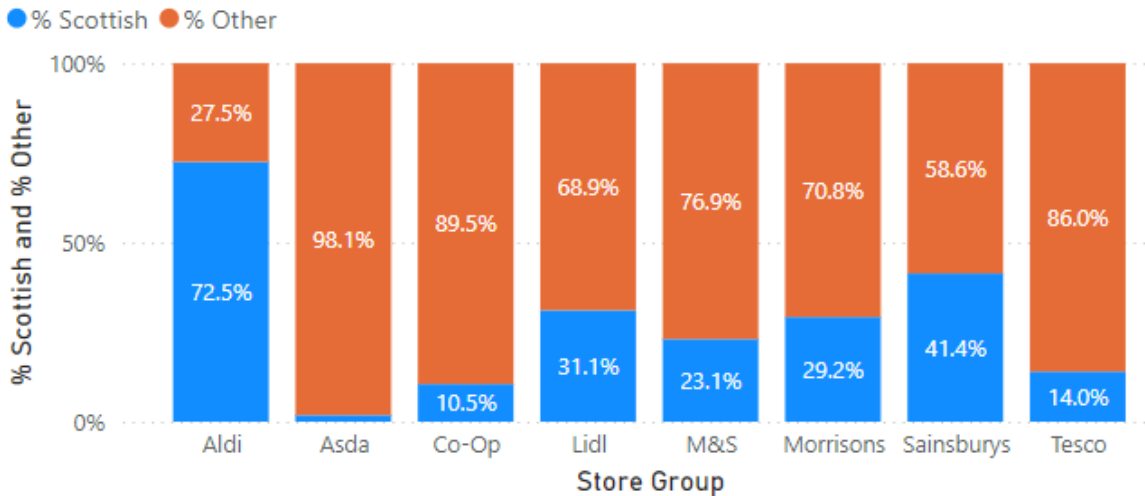


**Soft Fruit**

21. Soft fruit was not included in Phase 1 due to seasonality. Phase 2 included blackberries, strawberries, raspberries and cherries.

- Aldi stocks the highest percentage (72.5%) of Scottish fruit.
- Asda has the lowest percentage, with only 1.9% Scottish fruit.
- All the retailers stocked Scottish fruit.

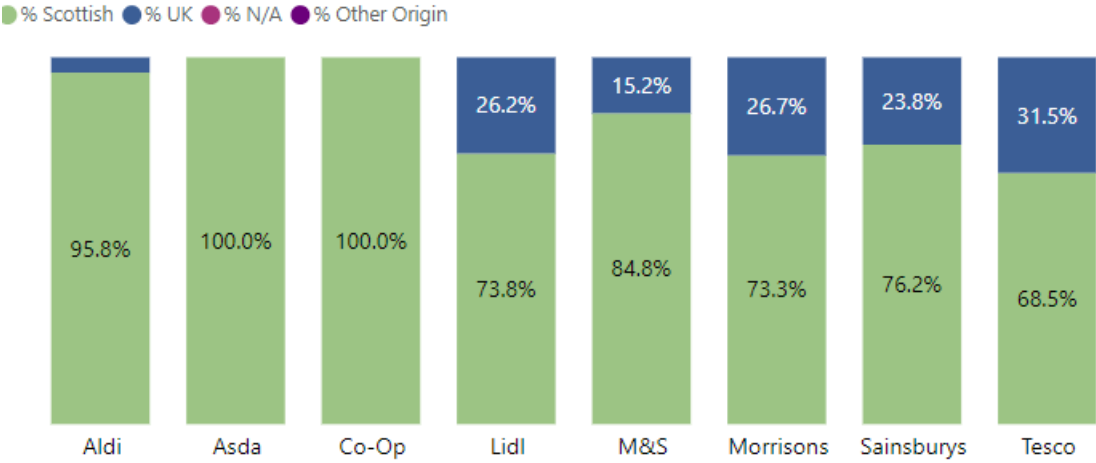
Own Label Distribution Breakdown by Storegroup & Origin



### Dairy Products

22. Dairy were assessed as branded and non-branded.

- There was strong support across all retailers for fresh Scottish milk.
- There was strong support from all retailers for British butter, cheese and yoghurt but very little Scottish branded produce.
- Asda and Co-op had 100% Scottish milk.
- Tesco was lowest, but still had over 68% Scottish.
- All milk was Scottish or UK.



## **Conclusion**

- There is a mixed picture of support across the retailers for Scottish and UK produce.
- Aldi came had the largest amount of own brand Scottish and were top in 12 of 15 categories.
- Co-op were second and Lidl third.
- There is no significant increase in Scottish sourcing, the report shows a modest increase from January.
- There is strong support in eggs and fresh milk, there is some poor support in categories like pork.
- In terms of retailers' commitment to British produce, M&S had the highest combined Scottish and British produce.
- Assessors picked up on some unclear labelling on bacon which needs to be understood further.

Ends.