

Dear Mr Norton

Thank you for your email.

I am sorry that you believe some of the product labelling we currently use is illegal, and I appreciate you allowing us the opportunity to clarify our position on this.

There is no legal requirement to provide the country of origin for the majority of products, but Tesco have been voluntarily providing this information on some products for many years. In particular, all of our primary meat labelling shows a clear statement about where the animal was from, which is displayed prominently on the front of the pack, as we know this is very important to many customers.

However, it is not possible to give a clear statement of origin for many products, particularly on products where the raw materials can be a blend of different origins, or where the origin changes over the season. In these cases we are only able to give a statement about where the product was produced or packed.

The Food Standards Agency does allow the use of "packed in" statements, providing care is taken to ensure that the statement is not misleading. I can assure you that it is never our intention to mislead our customers, and we take our responsibilities in this area very seriously.

I would be happy to find out the country of origin of the clothing items you have mentioned, but in order to do so I will need more information. If you can provide a barcode, then I will contact our Buying Manager, and get back to you with this information.

Thank you for taking the time to contact me.

Kind Regards

Paul Milligan

Customer Service Executive

=====

----- Original Message -----

Date: 30 April 2010

Subject: attn Terry Leahy / Paul Milligan

Dear Paul Milligan / Terry Leahy,

I was in your Ipswich Rd , Norwich store yesterday and I am surprised to see so many goods which do not state the country of origin.

For Instance your Cherokee socks and F&F 3 pair of womens ankle socks merely say "produced for Tesco Stores" - can you tell me where they are produced?

In food items Tesco Green Peppercorns - say 'packed in Spain', Tesco dried Parsley say 'packed in the UK' as is the case with many leaf salad and vegetable salad items, and some of your own label Olive Oil.

Such labelling 'packed in the UK' does not give the customer choice. We can no longer avoid the produce of countries we may disapprove of.

Defra state that "producers cannot label a product as 'packed in the UK" as this may be misleading to the actual country of origin of the ingredient, and would be illegal under food labelling legislation. They must also provide information about where the ingredients were 'produced'"

What is your explanation for your illegal labelling which deprives your customers of choice?

Yours sincerely

Peter Norton