



LMC
Mystery Shops: November 2020

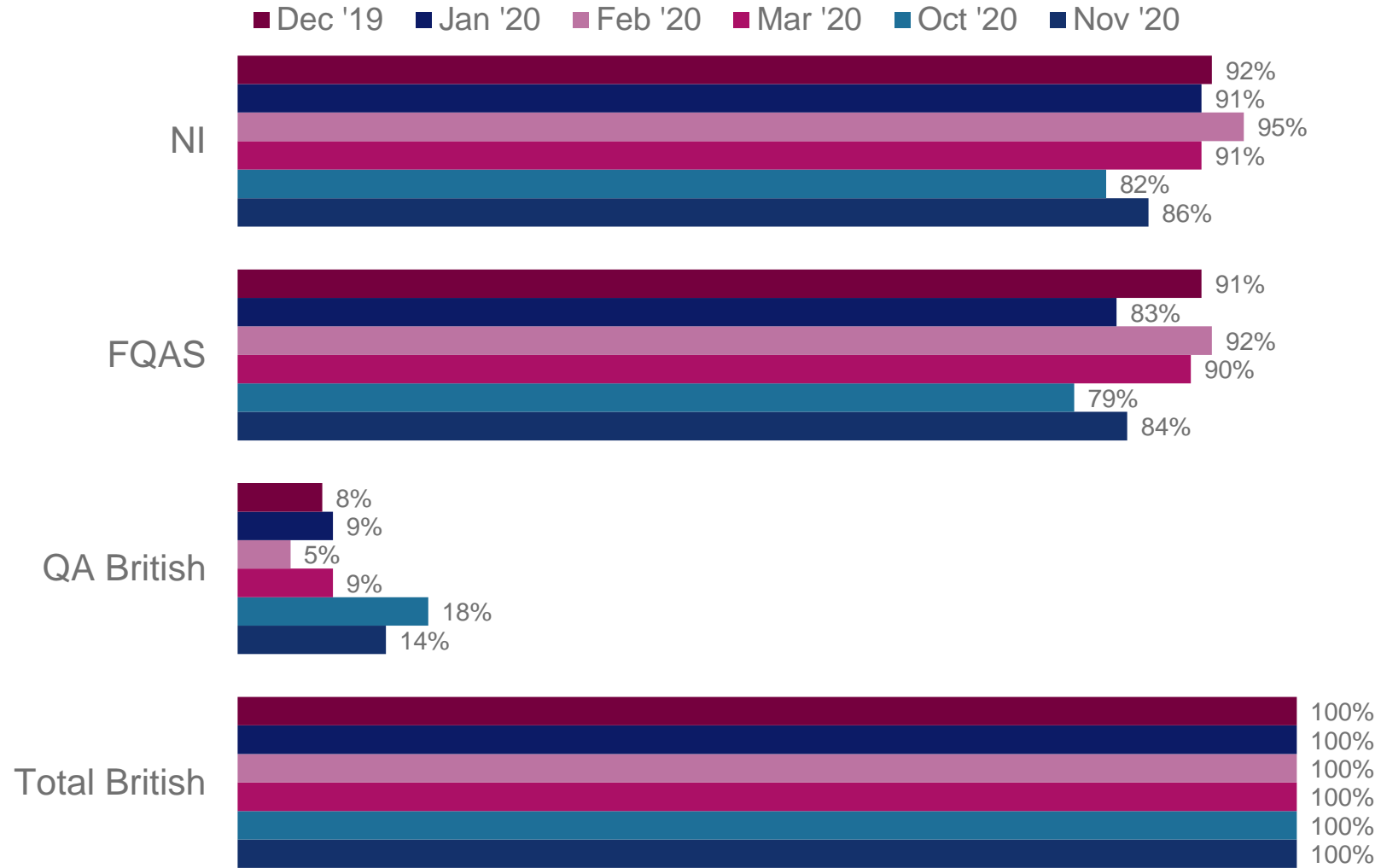


Methodology and Sample

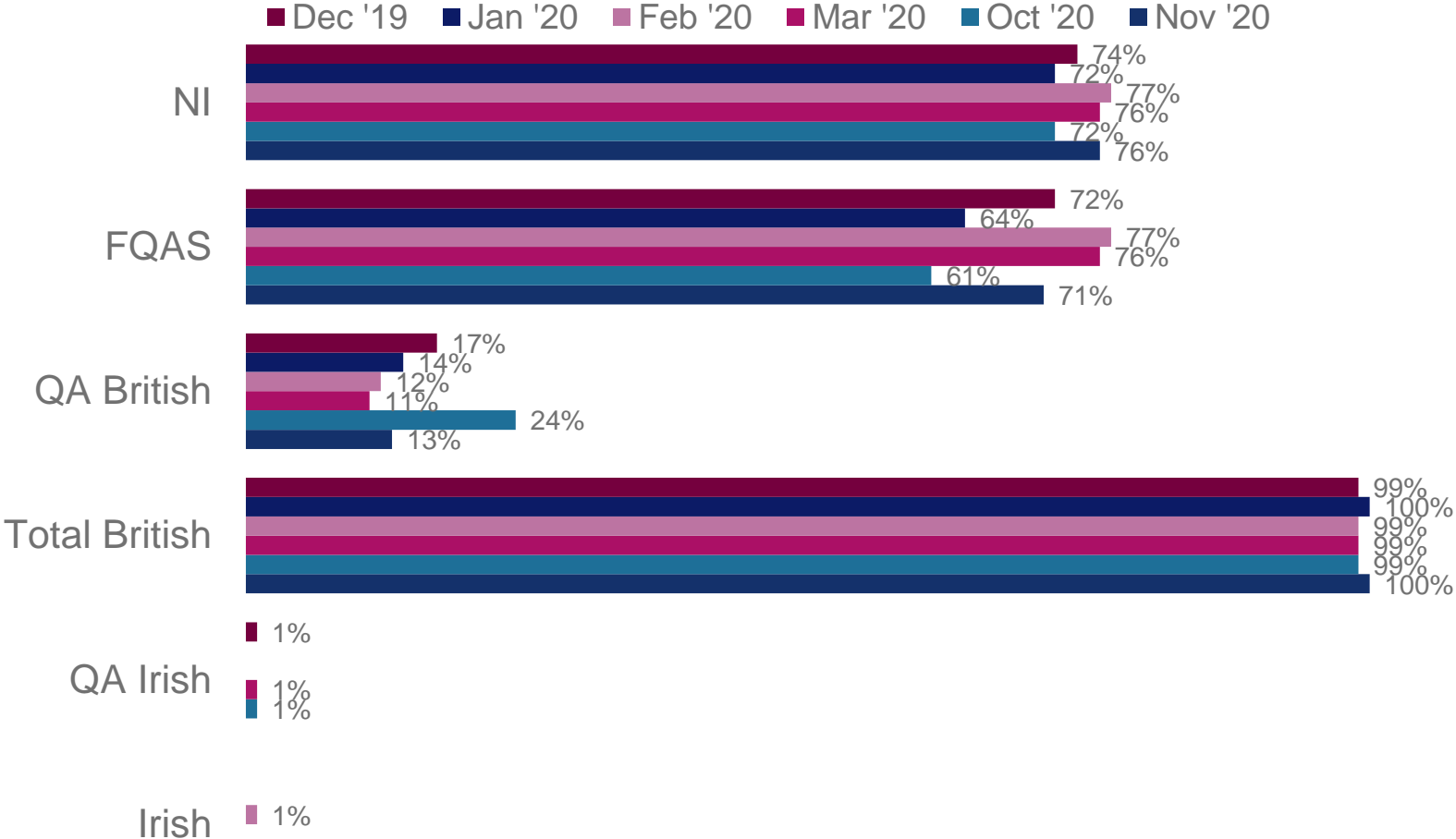
- The primary objective of this on-going study is to understand the origin of relevant beef and lamb products stocked across a variety of stores in Northern Ireland.
- On a monthly basis, a Cognisense Ltd. mystery shopper visits 10 separate stores in order to record the following information:
 - Presence of the Northern Ireland Farm Quality Assured label or other (specified by LMC) quality assurance logos
 - Origin of product (NI, Britain, Ireland, EU, Australia or New Zealand)
- Each store is visited twice per month, allowing for a weekday and weekend mystery shop.
- The stores visited within the sample are Tesco, Sainsbury's, ASDA, Lidl, SuperValu, Marks & Spencer, Eurospar, Co-Op and Iceland – the location of the stores visited changes each month.
- All fieldwork is conducted in accordance with the Market Research Society Code of Conduct.
- This report details results from December 2019 – November 2020. (Please note: the mystery shopping programme was suspending from April – September 2020 as a result of the Covid-19 pandemic.)

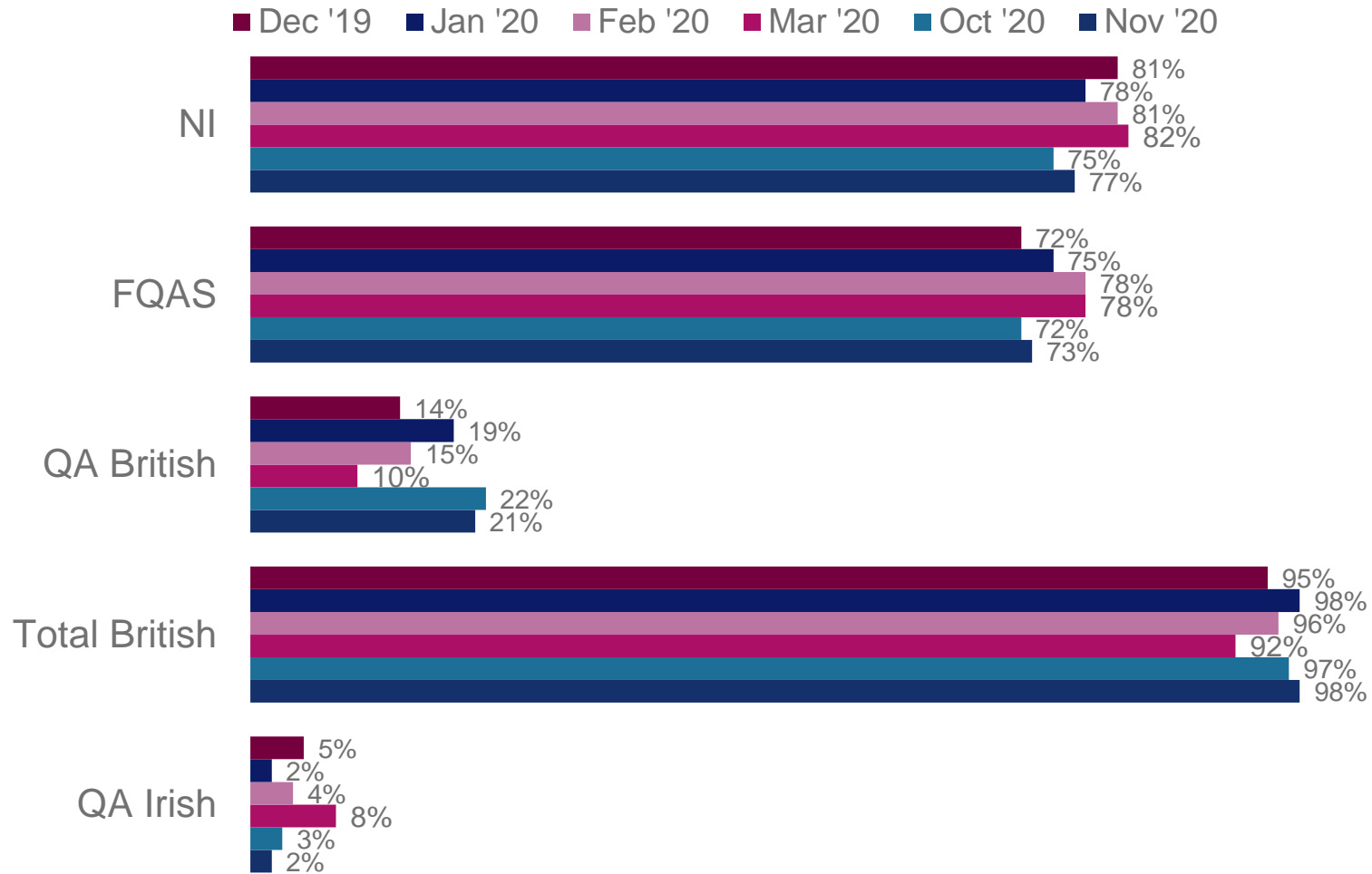
A large graphic of a stylized eye is positioned on the right side of the slide. The eye is white with a dark blue iris and a white pupil. It is set against a background of two overlapping circles: a pink one at the top and a blue one at the bottom. The text 'LMC Mystery Shops: Beef' is centered within the blue circle.

LMC
Mystery Shops: Beef











■ Dec '19 ■ Jan '20 ■ Feb '20 ■ Mar '20 ■ Oct '20 ■ Nov '20

NI



Other Stores



Month	Findings
December 2019	All relevant products were of British origin and displayed quality labelling.
January 2020	Did not feature in the mystery shopping programme for this month.
February 2020	Did not feature in the mystery shopping programme for this month.
March 2020	All relevant products were of British origin and displayed quality labelling.
October 2020	Did not feature in the mystery shopping programme for this month.
November 2020	Ninety-four percent of the relevant products were of British origin and displayed quality labelling, with the remainder being from Northern Ireland and displaying no quality labelling.

SuperValu
Real Food, Real People

Month	Findings
December 2019	Did not feature in the mystery shopping programme for this month.
January 2020	All of the relevant beef products were from Northern Ireland, but none displayed NIFQAS labelling.
February 2020	Half of the relevant beef products were of British origin, with none displaying NIFQAS labelling; the other half of the relevant products were from Ireland and displayed a quality logo.
March 2020	Did not feature in the mystery shopping programme for this month.
October 2020	All of the relevant beef products were from Northern Ireland, but none displayed NIFQAS labelling.
November 2020	Did not feature in the mystery shopping programme for this month.



EUROSPAR

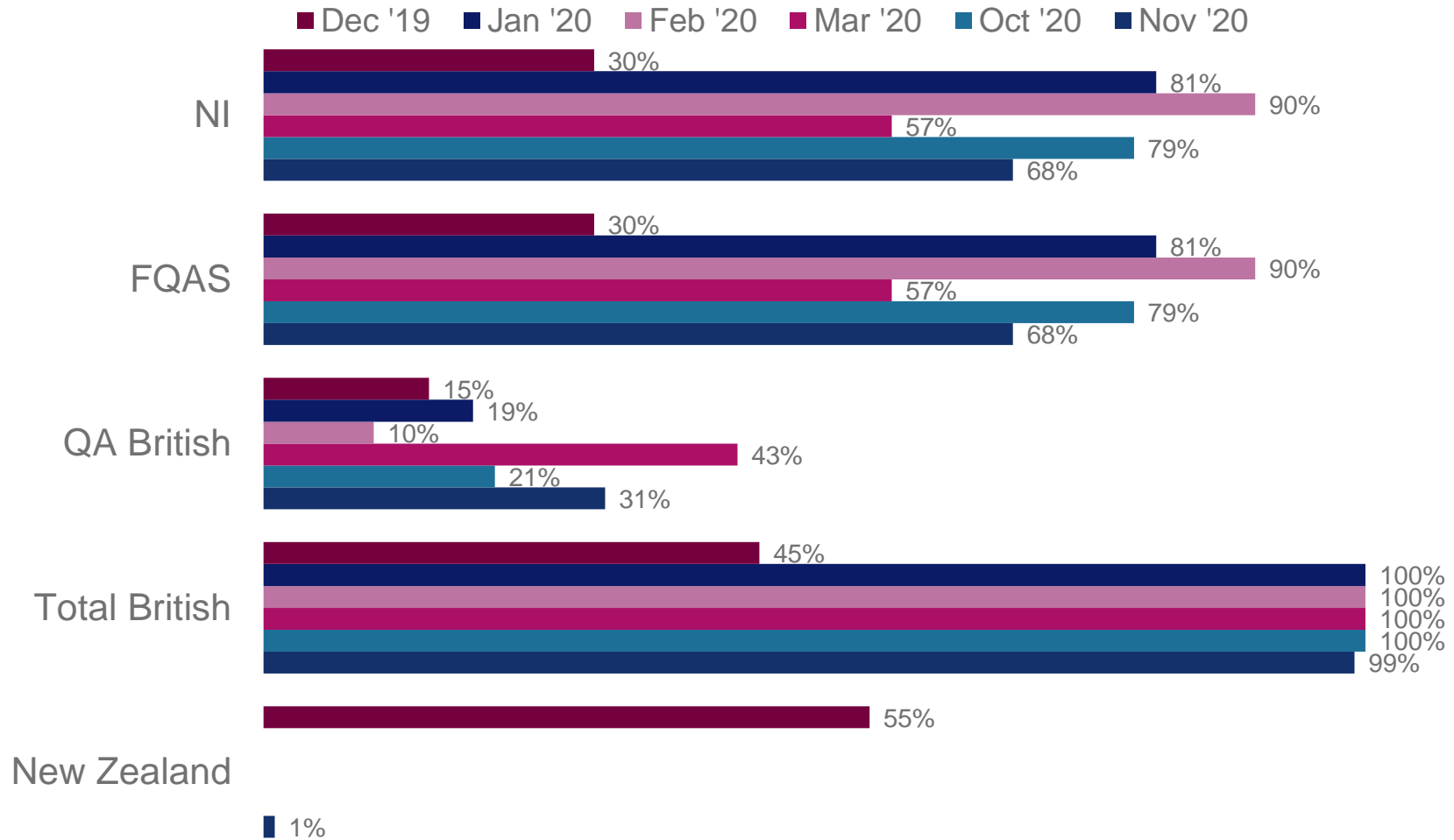
Month	Findings
December 2019	All of the products were of British origin, but none displayed quality assurance logos.
January 2020	All of the relevant beef products were of British origin, with 12% displaying NIFQAS labelling.
February 2020	All of the relevant beef products were of British origin, with 47% displaying NIFQAS labelling.
March 2020	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
October 2020	All of the relevant beef products were of Irish origin, with none displaying quality assurance labelling.
November 2020.	Did not feature in the mystery shopping programme for this month.

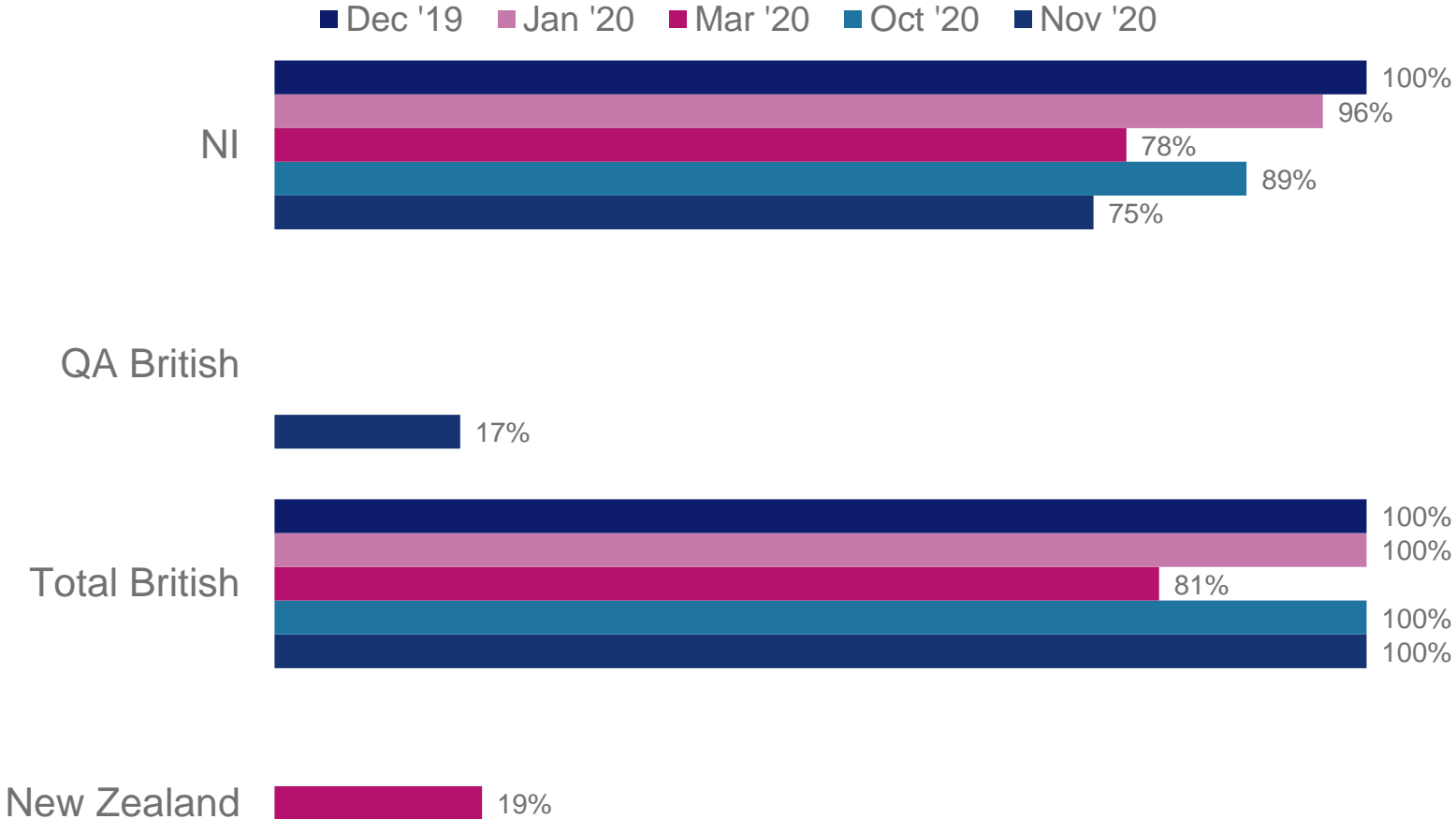
Iceland

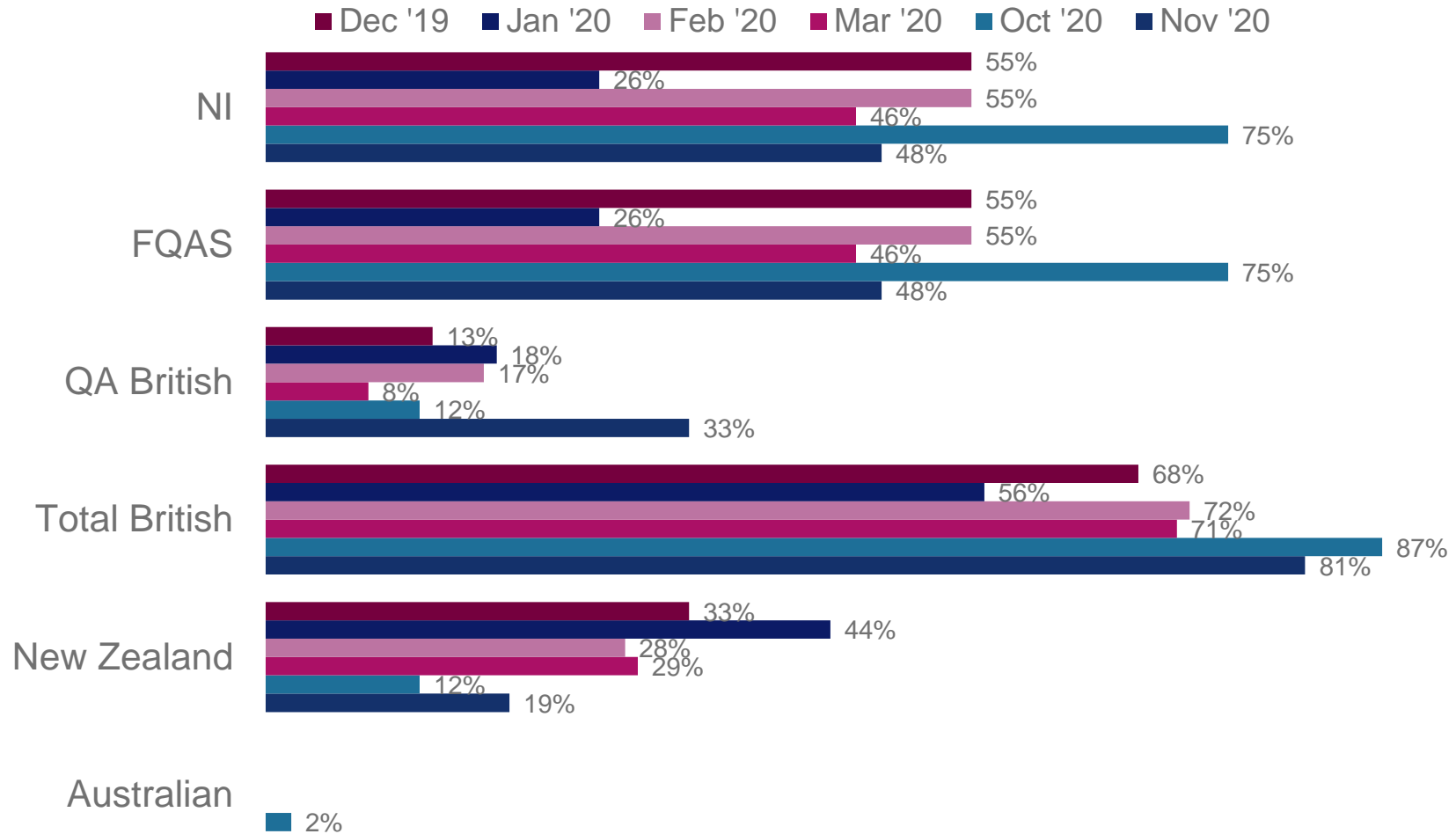
Month	Findings
December 2019	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
January 2020	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
February 2020	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
March 2020	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
October 2020	Eighty-one percent of the relevant beef products were of British origin, whilst 19% were from Ireland – none of the products displayed quality assurance labelling.
November 2020	Did not feature in the mystery shopping programme for this month.

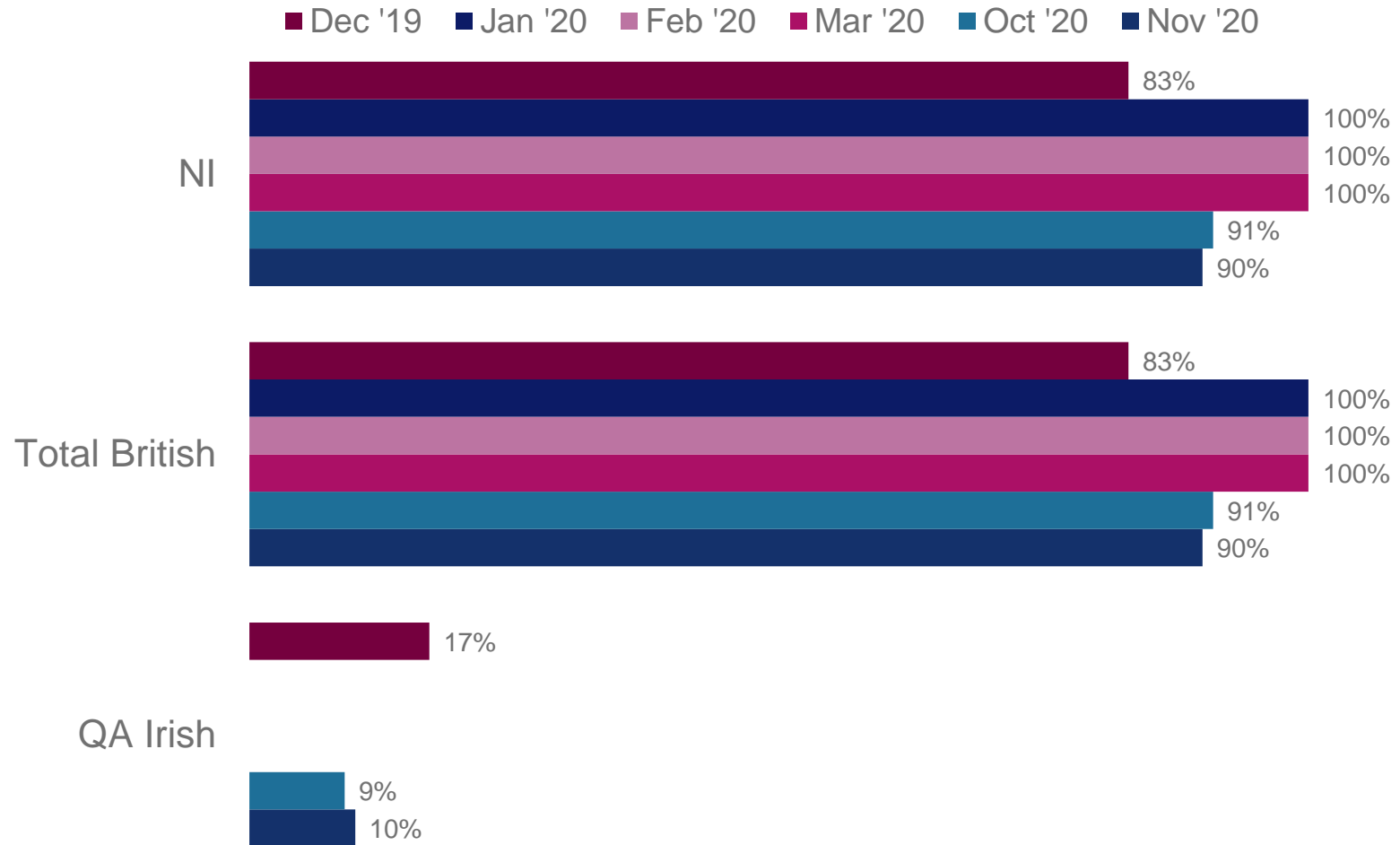
A large graphic of a stylized eye is positioned on the right side of the slide. The eye is white with a dark blue iris and pupil, set against a pink upper eyelid and a blue lower eyelid. The entire graphic is contained within a large blue circle that overlaps the dark blue background.

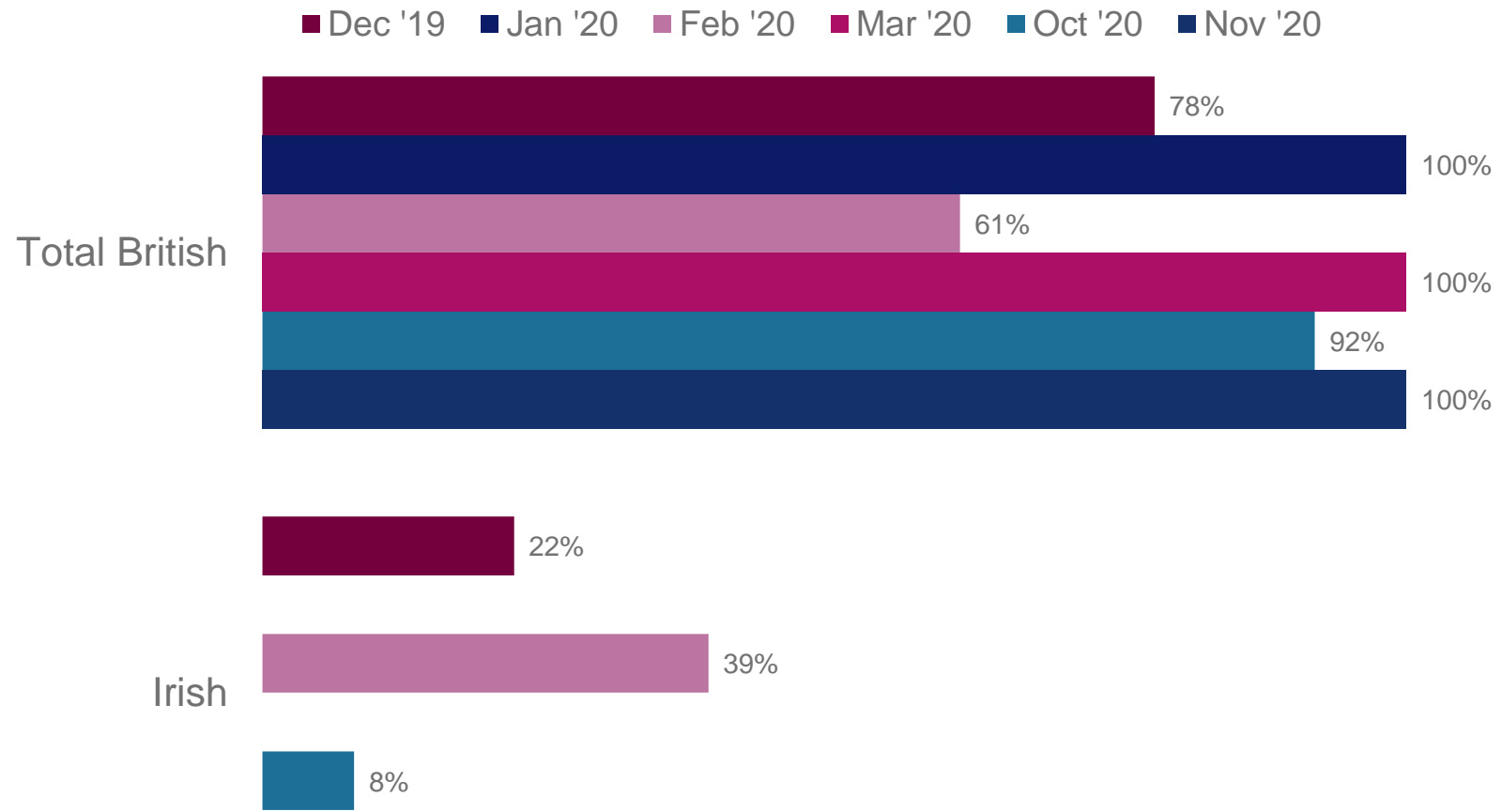
LMC
Mystery Shops: Lamb











Other Stores



Month	Findings
December 2019	All of the relevant lamb products were of British origin and displayed quality assurance logos.
January 2020	Did not feature in this month's mystery shopping programme.
February 2020	Did not feature in this month's mystery shopping programme.
March 2020	All of the relevant lamb products were of British origin and displayed quality assurance logos.
October 2020	Did not feature in this month's mystery shopping programme.
November 2020	All of the relevant lamb products were of British origin and displayed quality assurance logos.



Month	Findings
December 2019	Did not feature in this month's mystery shopping programme.
January 2020	No relevant lamb products in the stores visited.
February 2020	All of the relevant lamb products were from Northern Ireland, but none displayed quality assurance labelling.
March 2020	Did not feature in this month's mystery shopping programme.
October 2020	All of the relevant lamb products were from Northern Ireland, but none displayed quality assurance labelling.
November 2020	Did not feature in this month's mystery shopping programme.



EUROSPAR

Month	Findings
December 2019	No relevant lamb products in the stores visited.
January 2020	No relevant lamb products in the stores visited.
February 2020	All of the lamb products were of British origin, but none displayed quality assurance labelling.
March 2020	No relevant lamb products in the stores visited.
October 2020	No relevant lamb products in the stores visited.
November 2020	Did not feature in this month's mystery shopping programme.

Iceland

Month	Findings
December 2019	All of the relevant lamb products were from New Zealand.
January 2020	No relevant lamb products in the stores visited.
February 2020	No relevant lamb products in the stores visited.
March 2020	No relevant lamb products in the stores visited.
October 2020	Seventeen percent of the relevant lamb products were of British origin (no quality assurance labelling), whilst 83% were from New Zealand.
November 2020	Did not feature in this month's mystery shopping programme.