



LMC

Mystery Shops: December 2018

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## Methodology and Sample

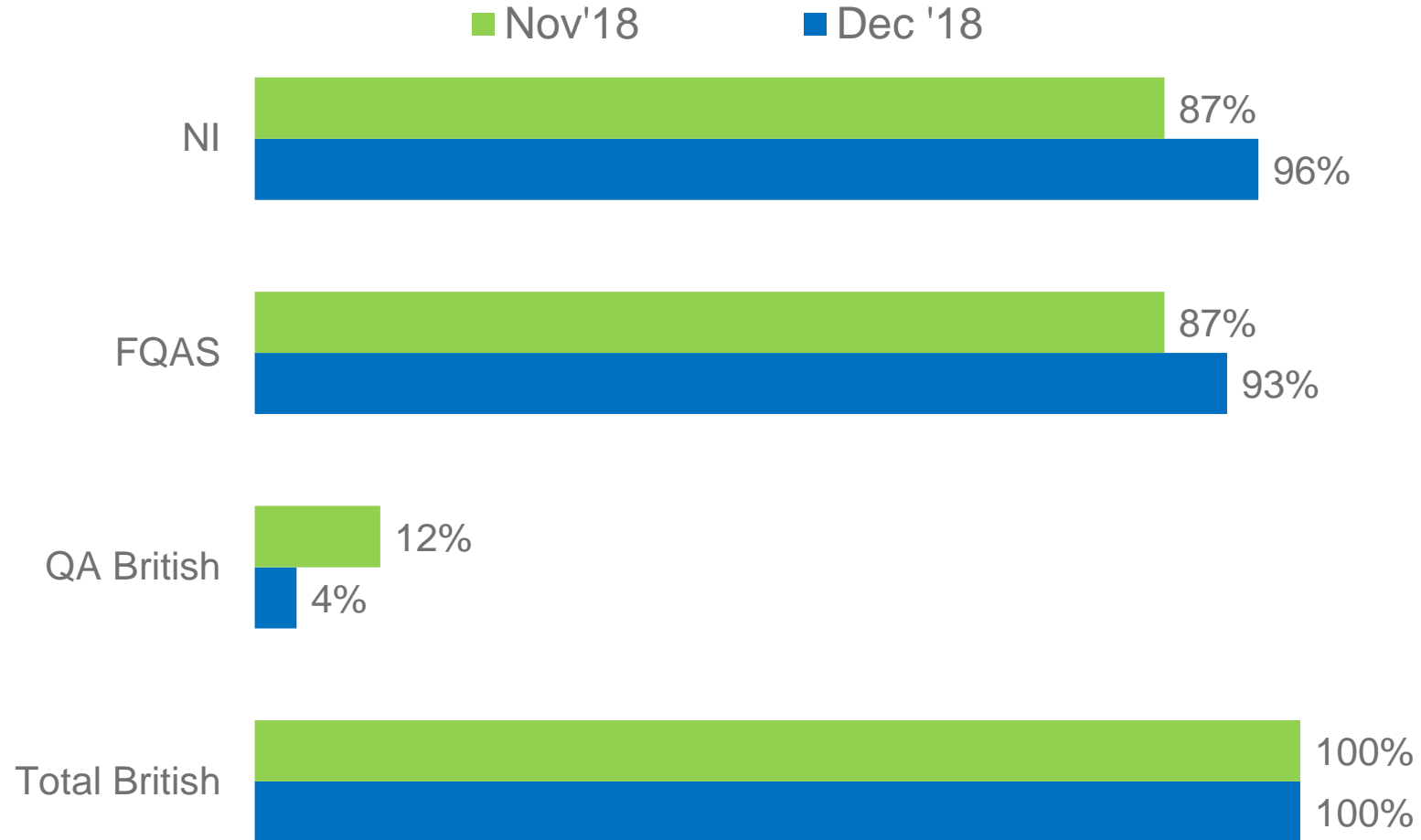
- The primary objective of this on-going study is to understand the origin of relevant beef and lamb products stocked across a variety of stores in Northern Ireland.
- On a monthly basis, a Cognisense Ltd. mystery shopper visits 10 separate stores in order to record the following information:
  - Presence 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 November and December 2018.

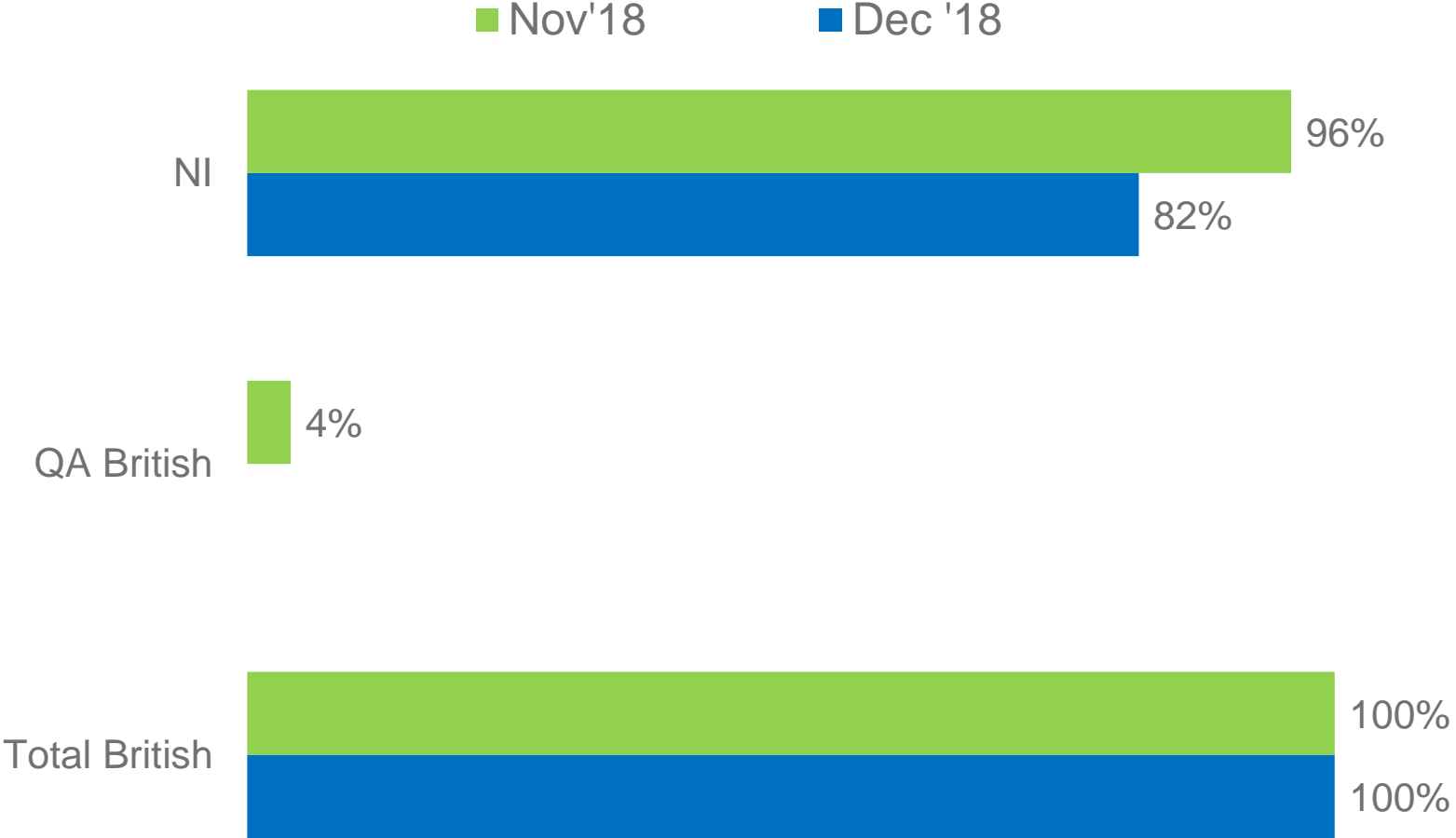


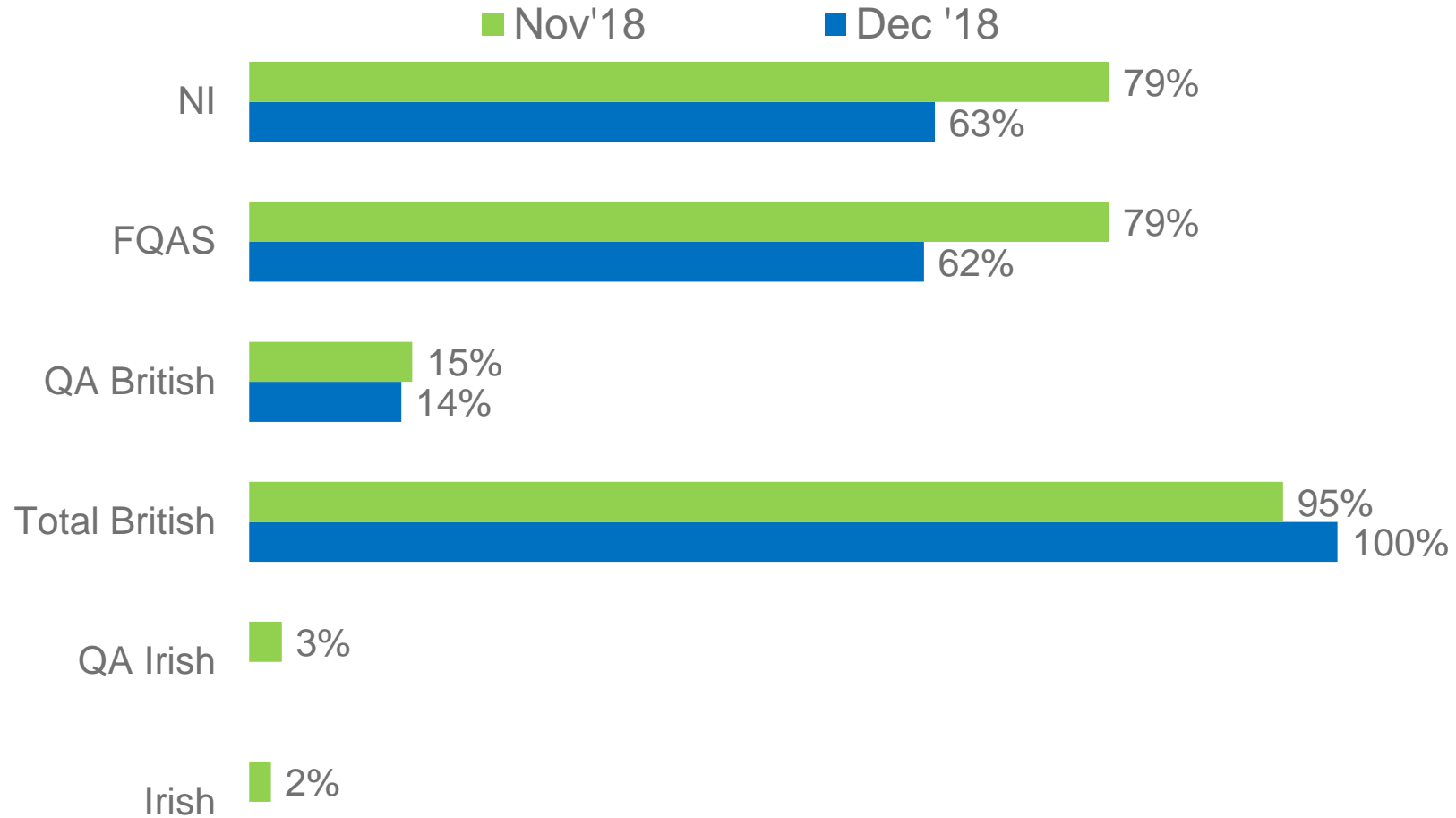
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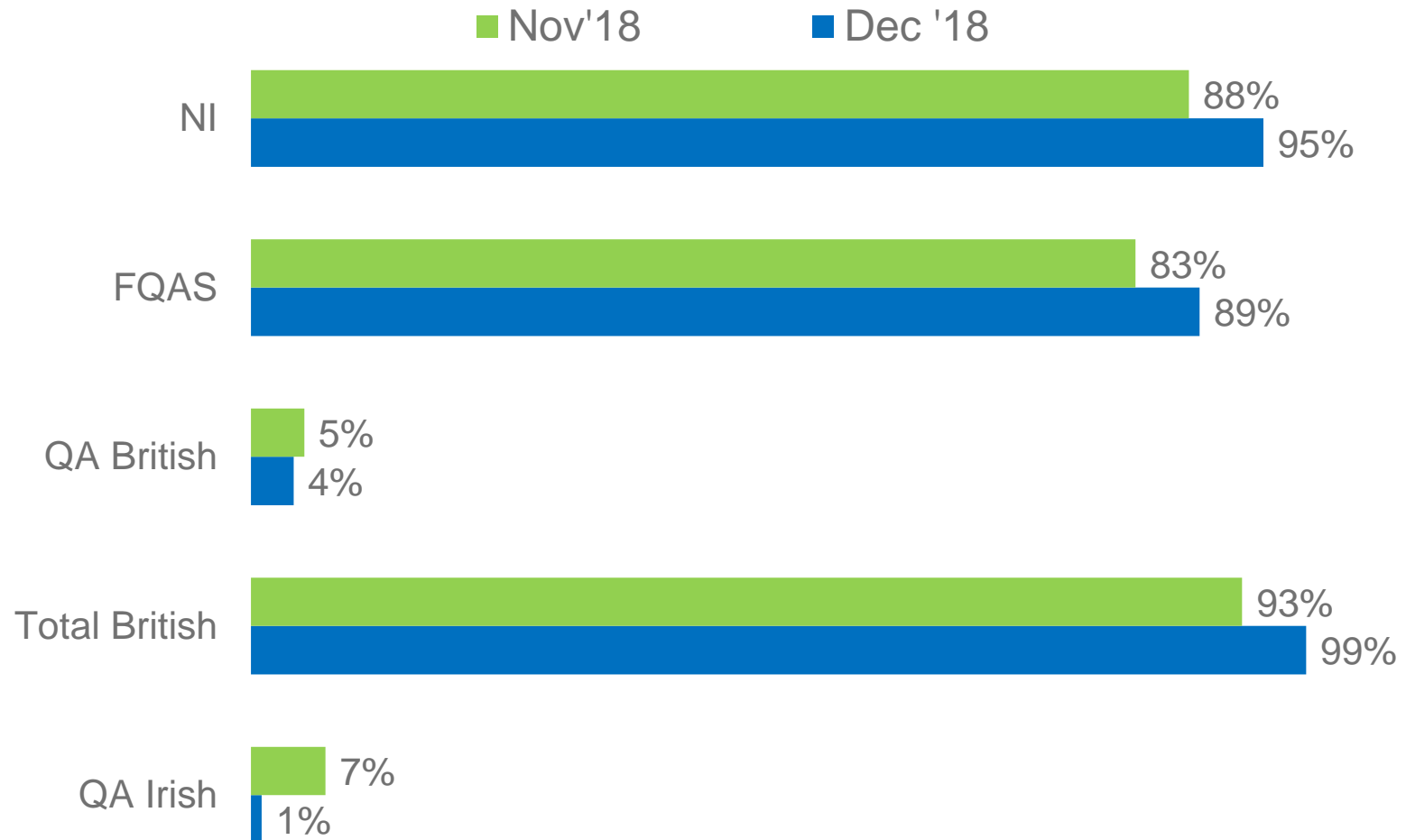
Mystery Shops: Beef

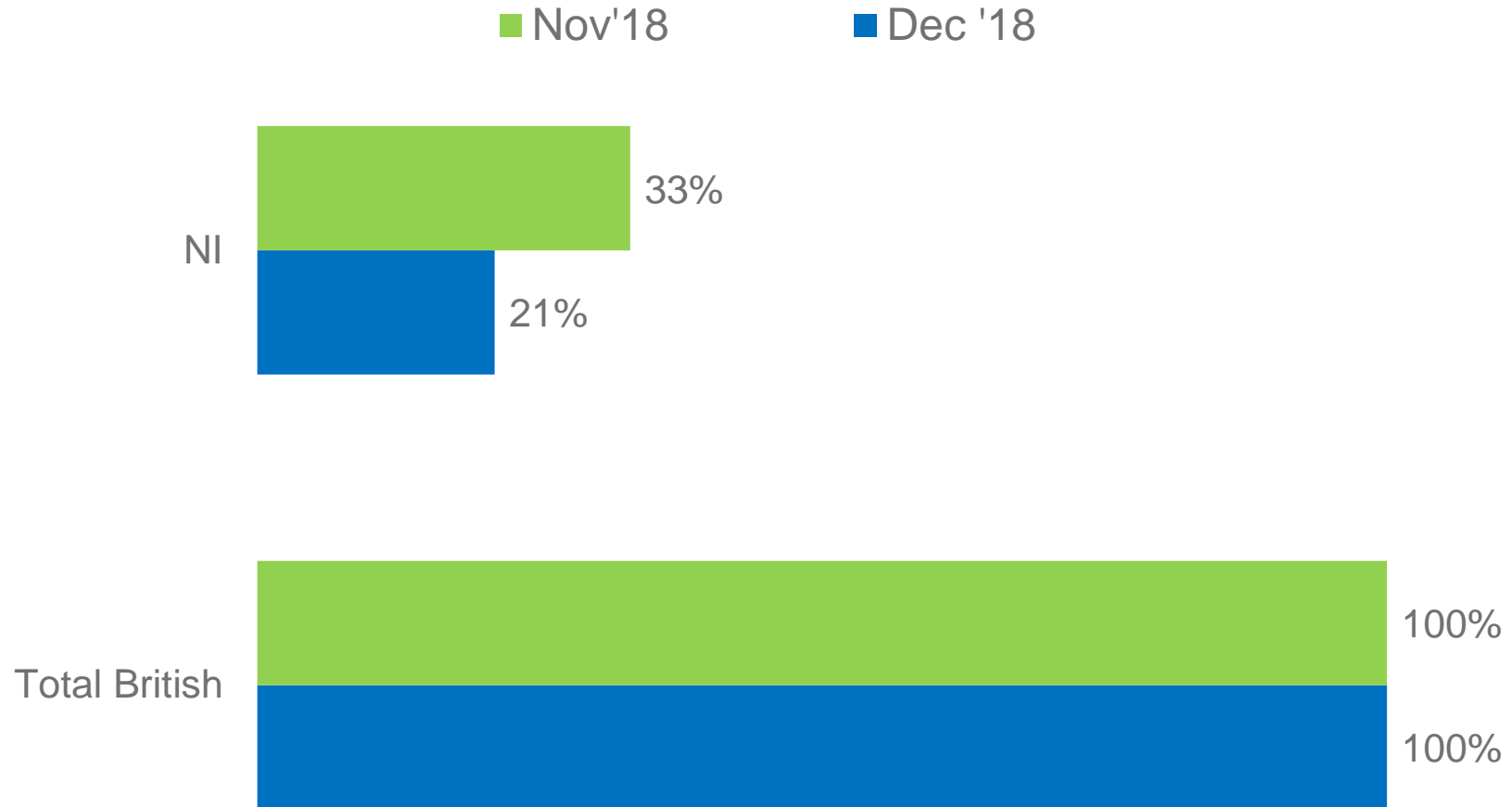
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- In the Co-Op store visited in November, 100% of the relevant beef products displayed a British quality assurance logo.



- All of the relevant beef products in the SuperValu store visited in December were of Northern Irish origin. However, none displayed the Northern Ireland Farm Quality Assured label.



- There were no relevant beef products in the Eurospar stores that were visited in November and December.

## Iceland

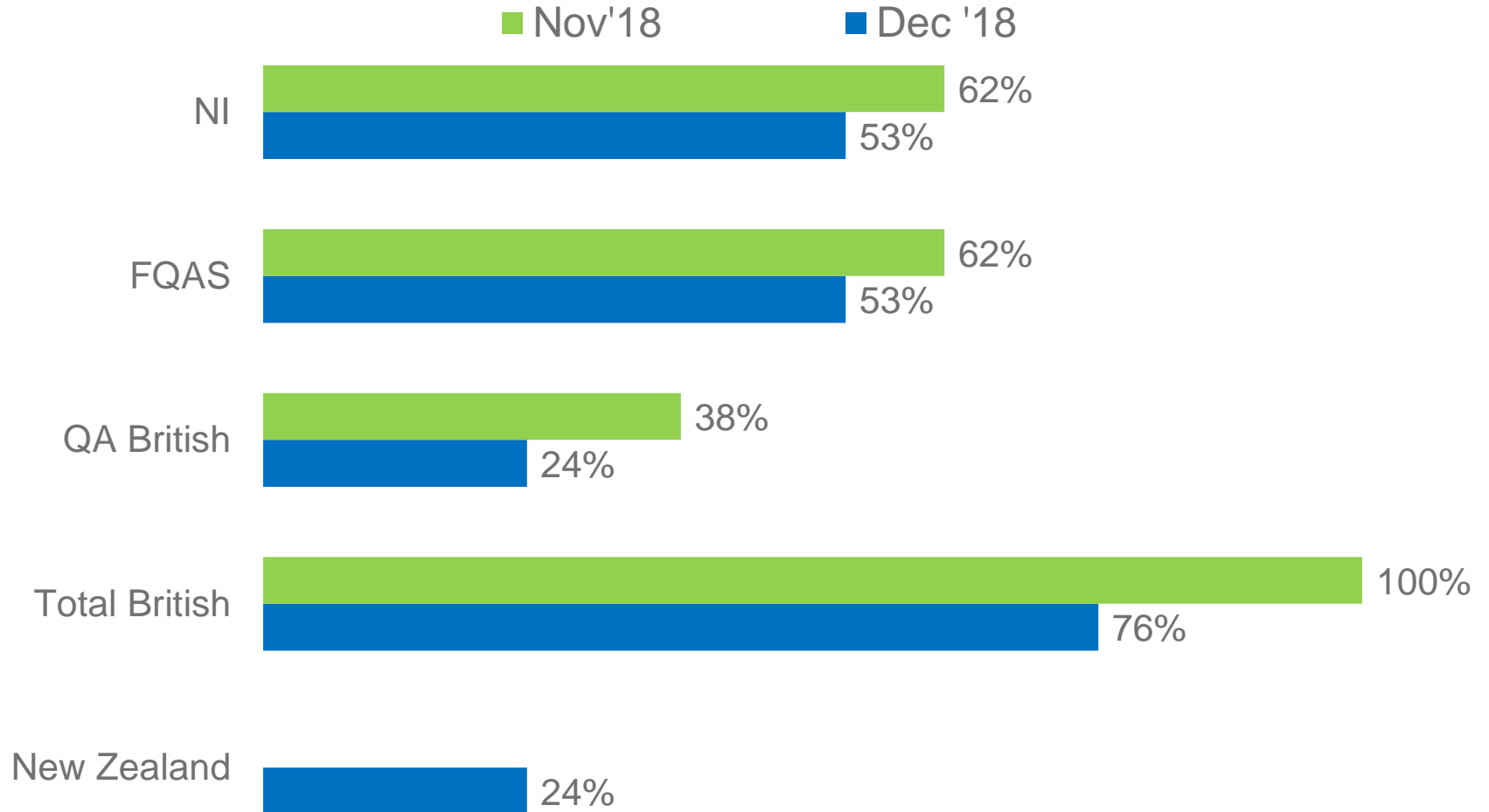
- All of the relevant beef products at the Iceland stores visited during November and December were of British origin, but none displayed quality assurance labelling.

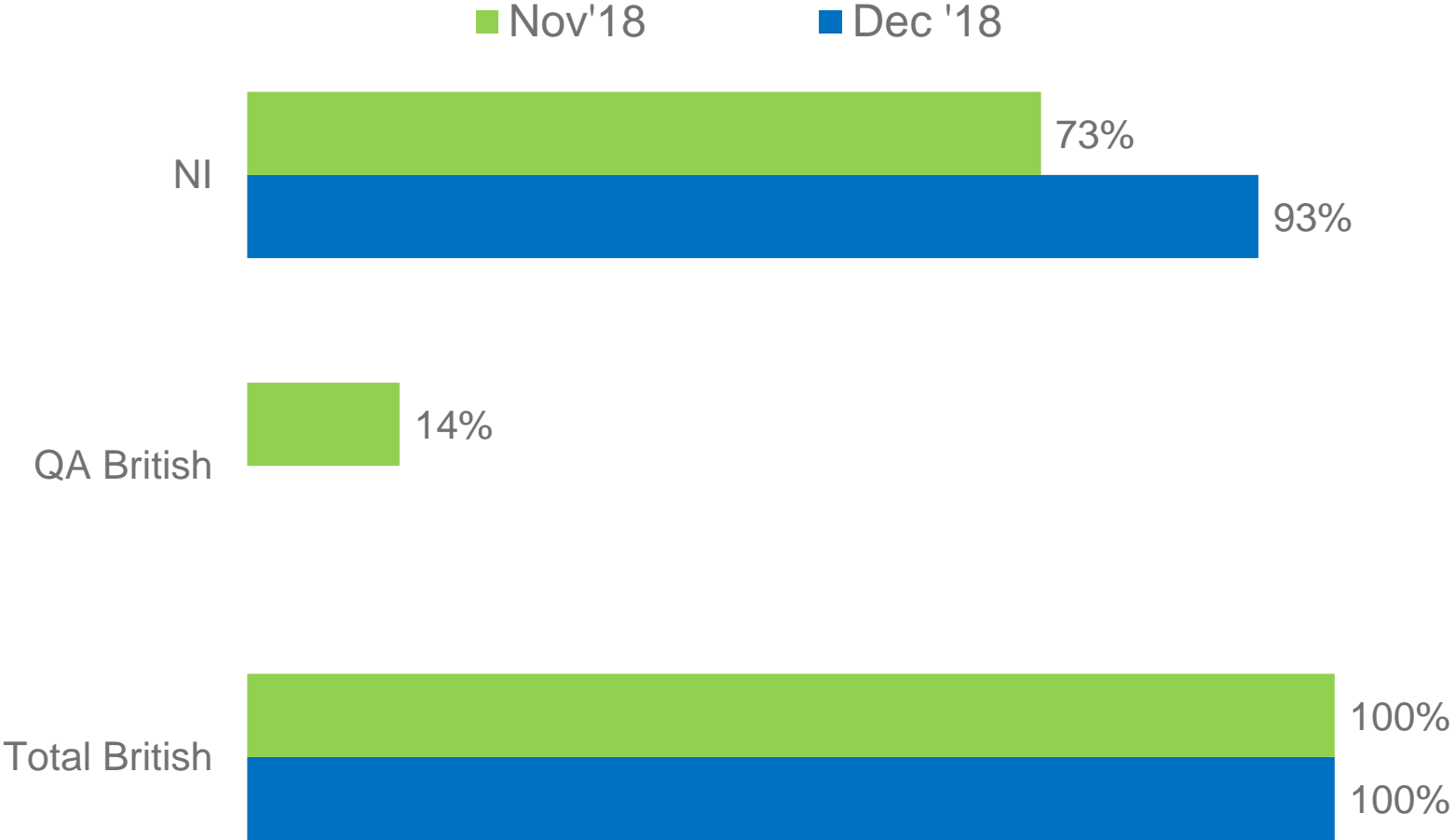


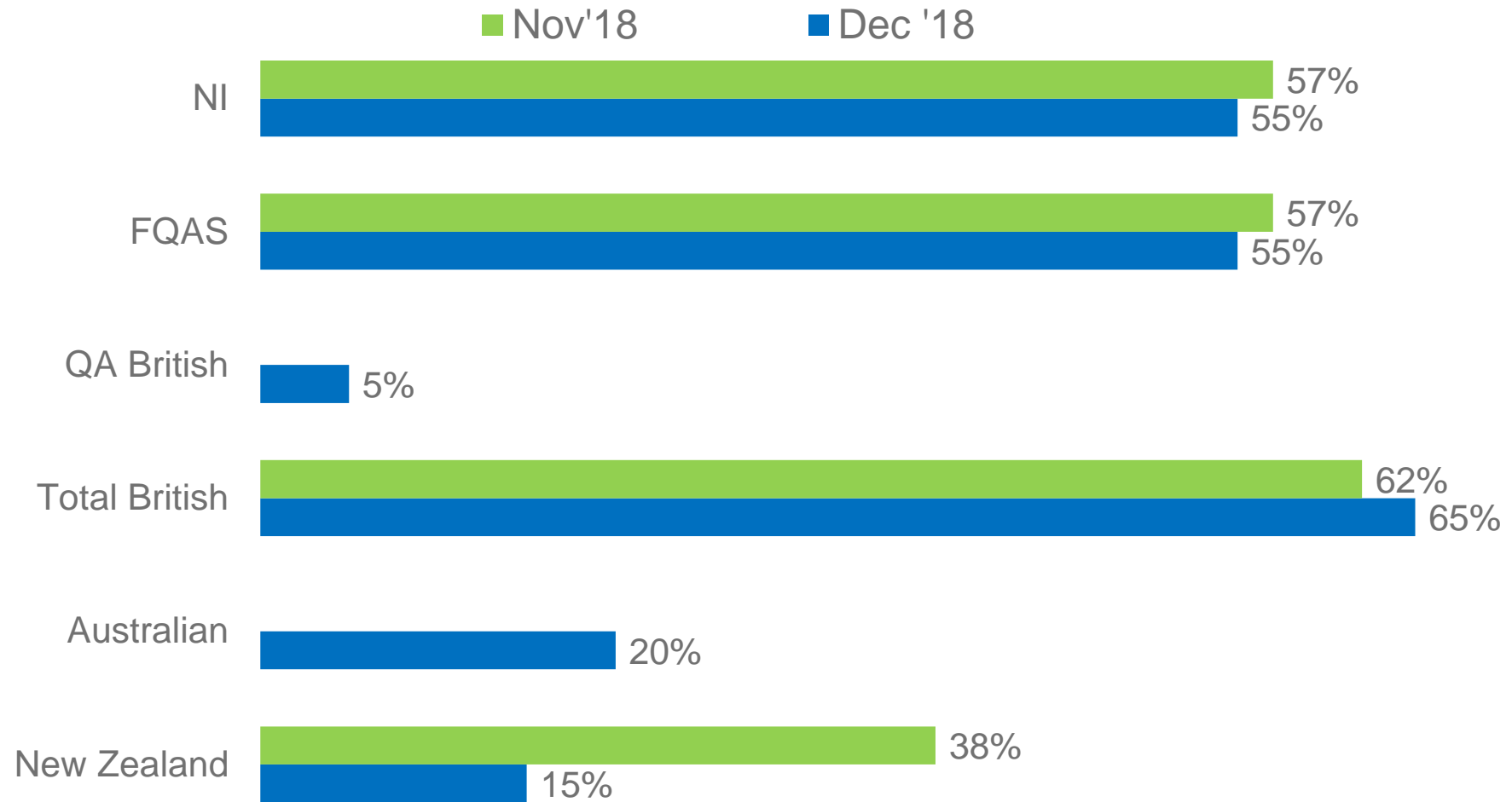
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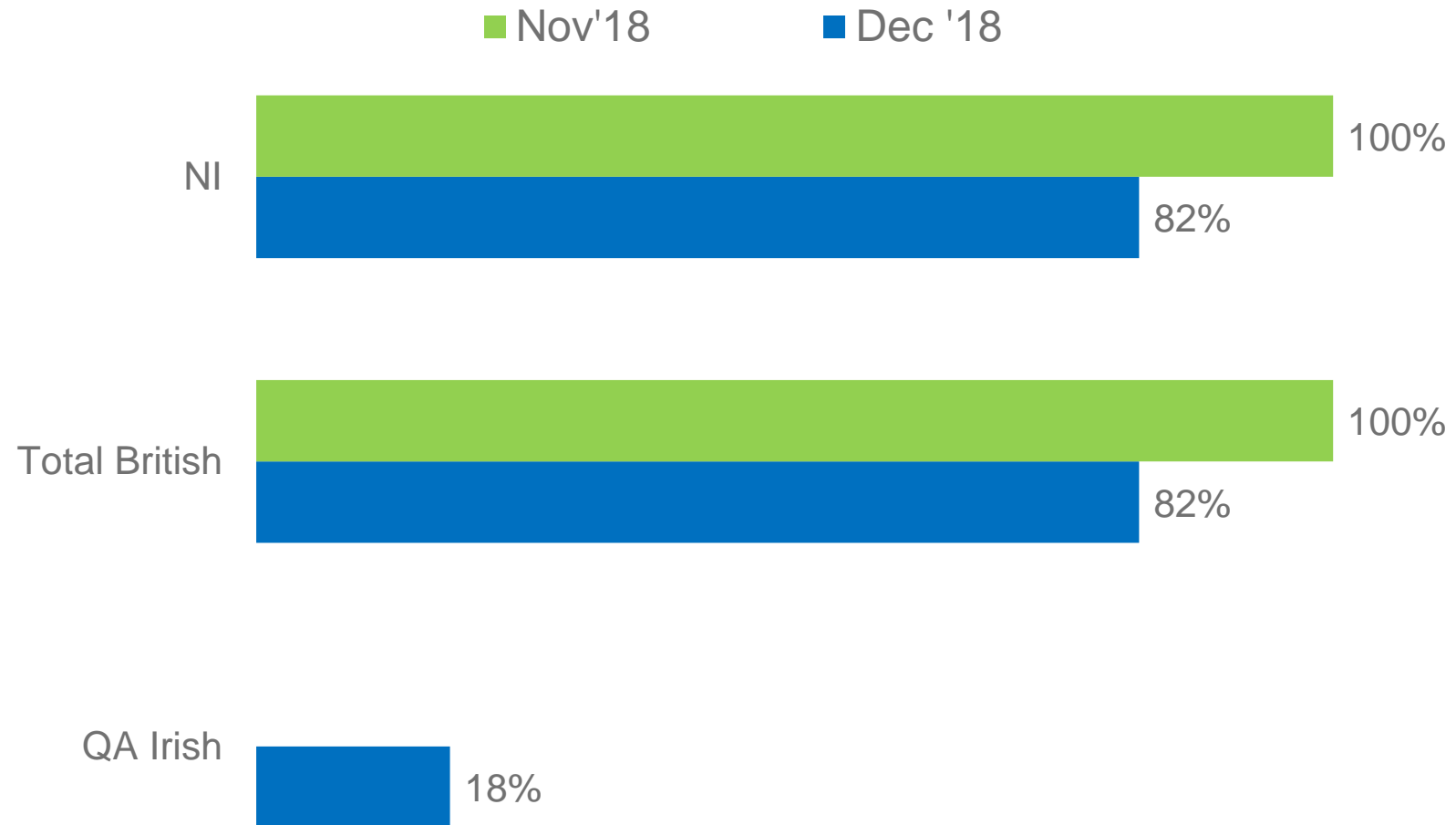
Mystery Shops: Lamb

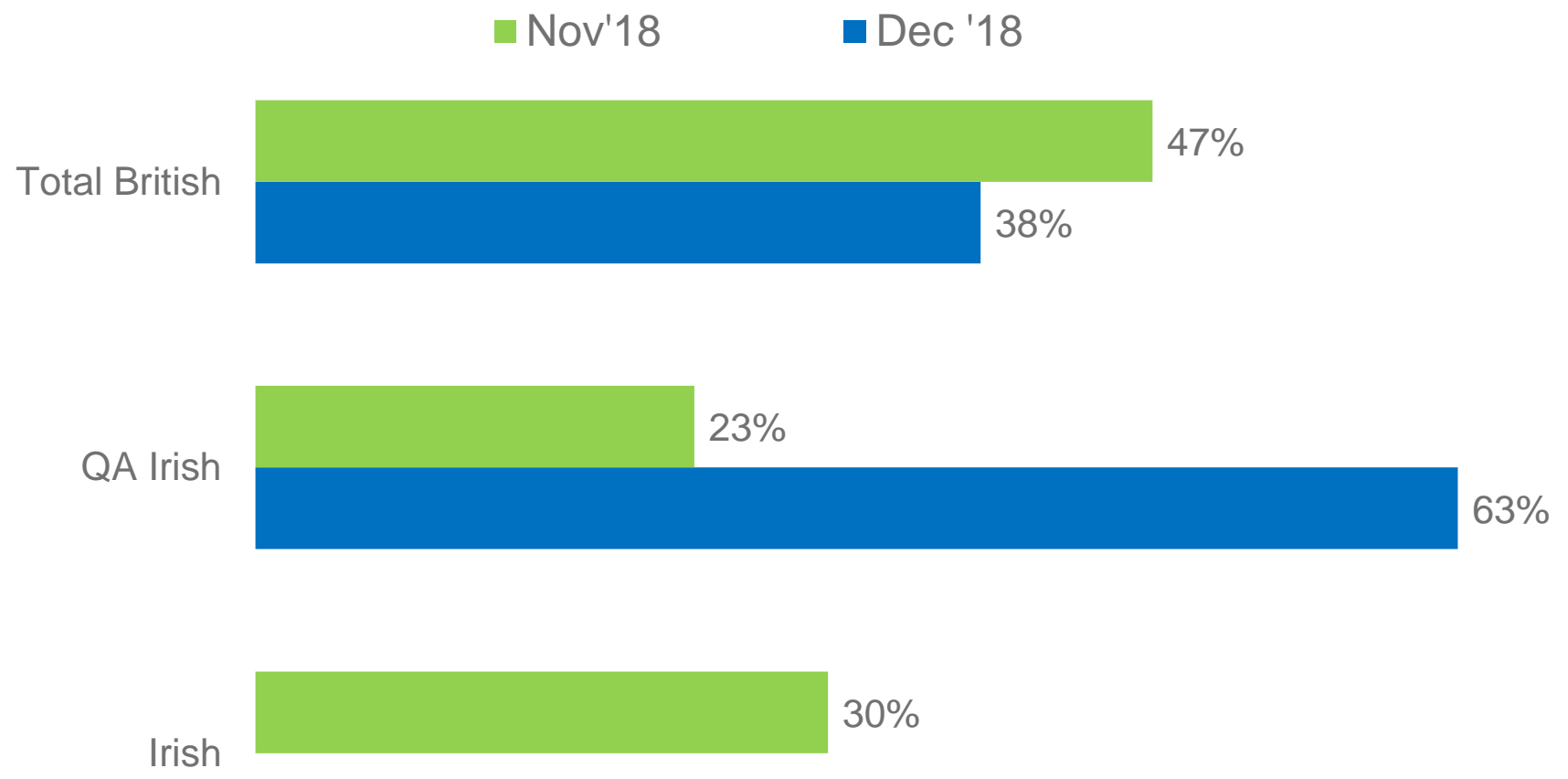
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- All of the relevant lamb products in the SuperValu store visited in December were of Northern Irish origin. However, none displayed the Northern Ireland Farm Quality Assured label.



- There were no relevant lamb products in the Eurospar stores that were visited in November and December.

- **Iceland** lamb products in the Iceland store visited during November were either of Australian (38%) or New Zealand origin (62%); all of the relevant lamb products in the store visited in December were from New Zealand.