

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: May 2021" is centered within the blue circle.

LMC
Mystery Shops: May 2021

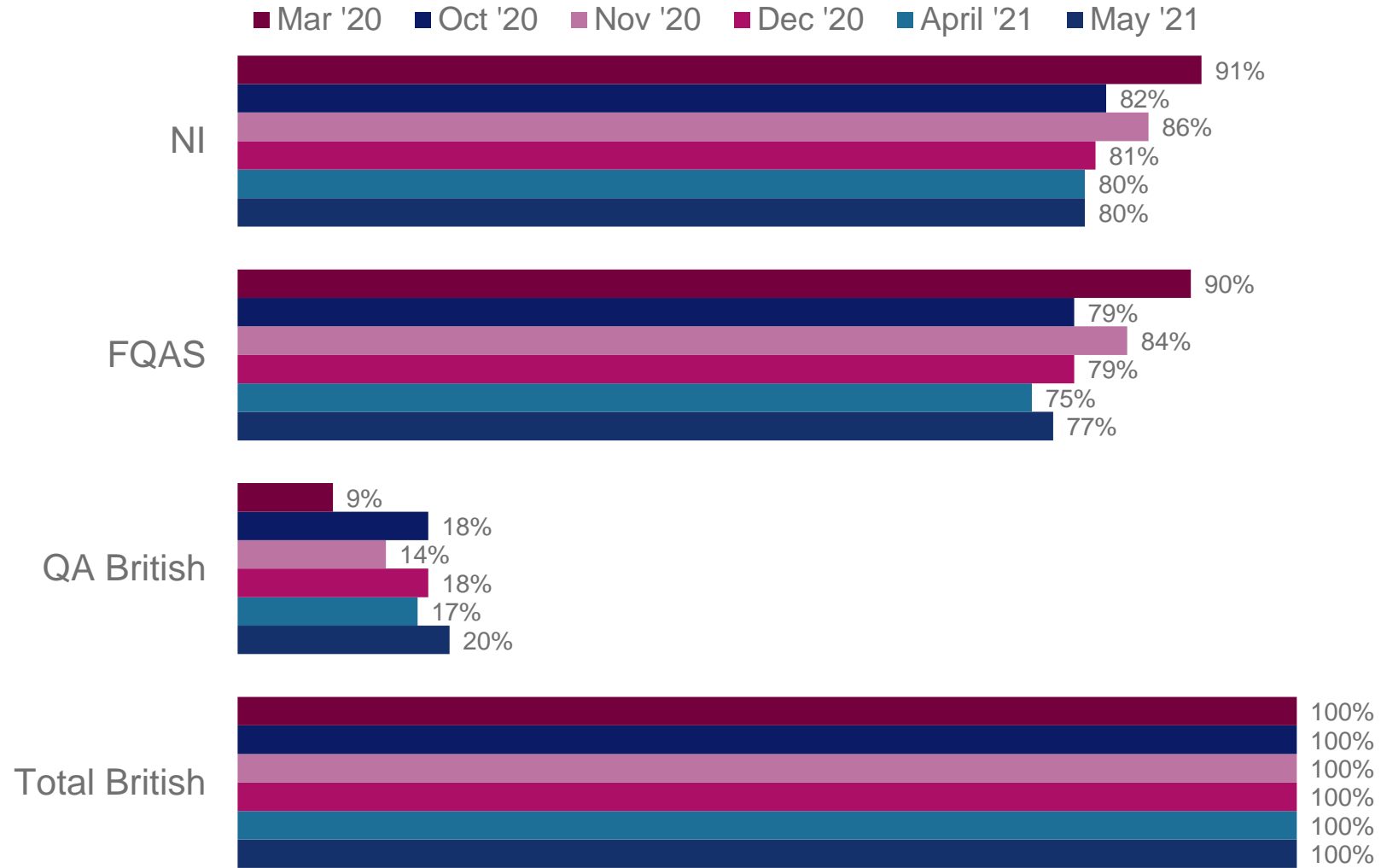


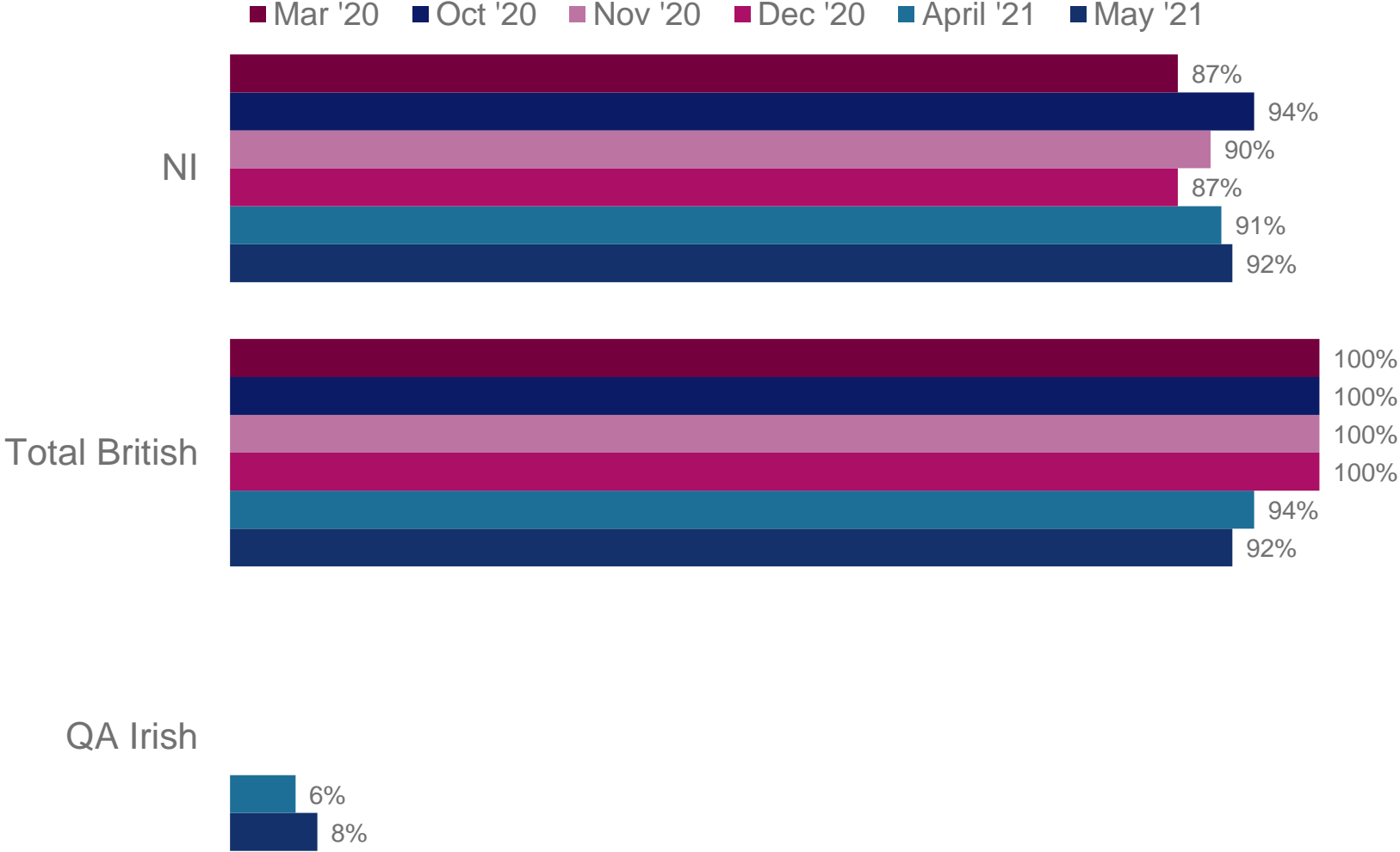
Methodology and Sample

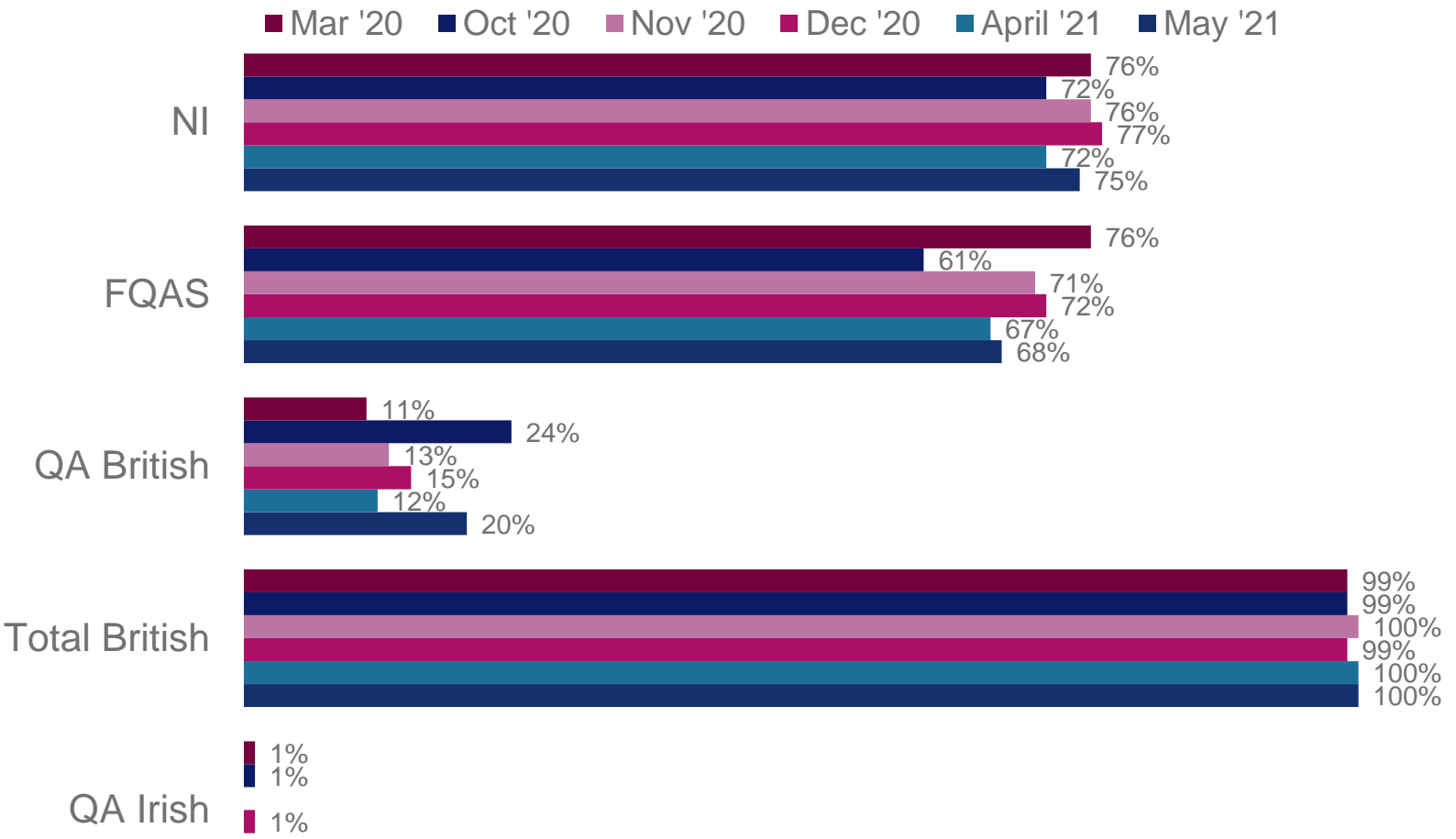
- The primary objective of this on-going study is to understand the origin of relevant beef and lamb products stocked across a variety of stores in Northern Ireland.
- On a monthly basis, a Cognisense Ltd. mystery shopper visits 10 separate stores in order to record the following information:
 - Presence 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 March 2020, October 2020, November 2020, December 2020, April 2021 and May 2021. (Please note: the mystery shopping programme was suspended April – September 2020 and January – March 2021 as a result of the Covid-19 pandemic.)

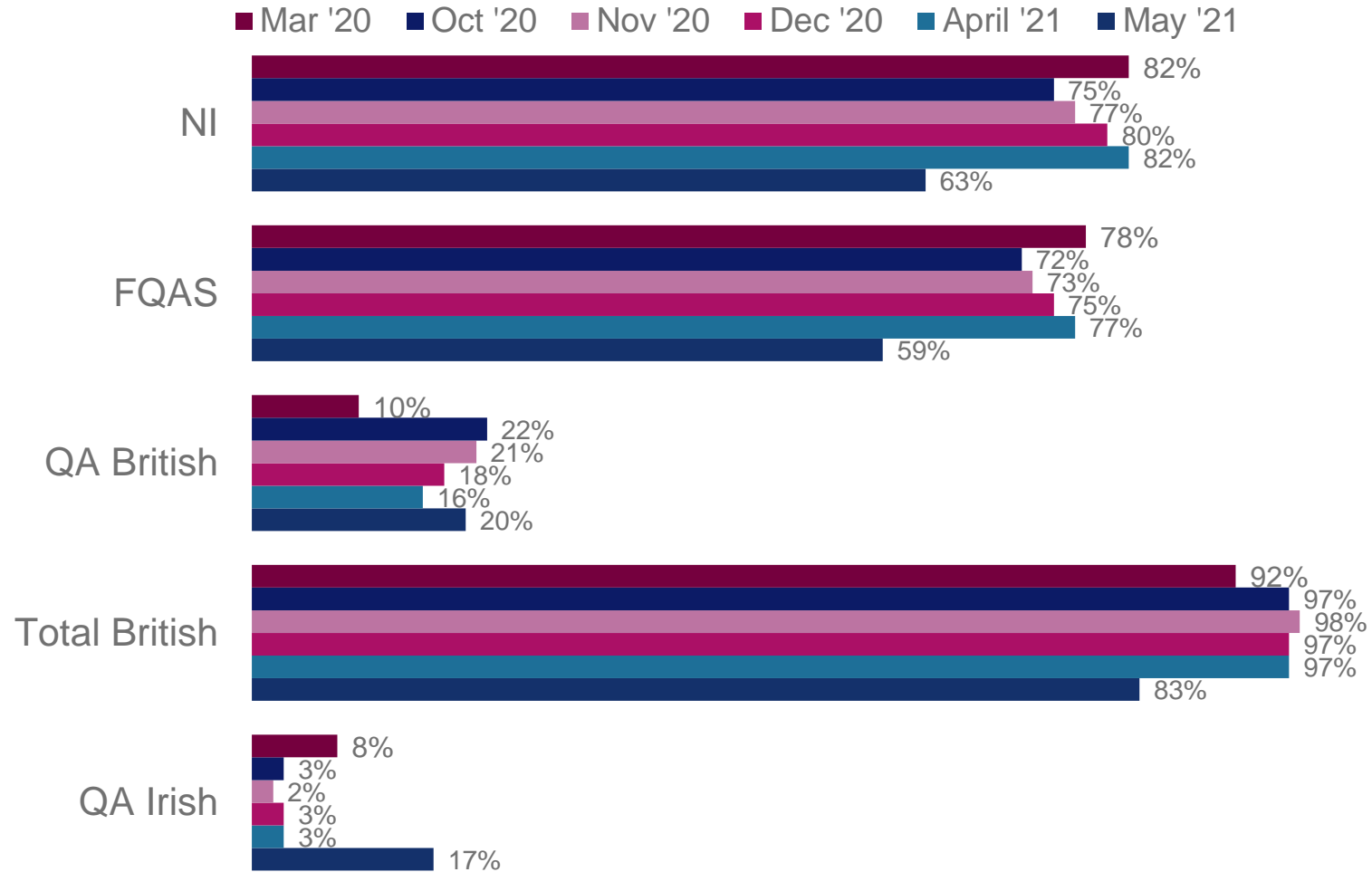
A large graphic of a stylized eye is positioned on the right side of the slide. The eye is white with a dark blue iris and a white pupil. It is set against a background of two overlapping circles: a pink one at the top and a blue one at the bottom. The text 'LMC Mystery Shops: Beef' is centered within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

LMC
Mystery Shops: Beef











■ Mar '20 ■ Oct '20 ■ Nov '20 ■ Dec '20 ■ April '21 ■ May '21

NI



Other Stores



Month	Findings
March 2020	All relevant beef 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 beef products were of British origin and displayed quality labelling, with the remainder being from Northern Ireland and displaying no quality labelling.
December 2020	Did not feature in the mystery shopping programme for this month.
April 2021	Did not feature in the mystery shopping programme for this month.
May 2021	All relevant beef products were of British origin and displayed quality labelling.



Month	Findings
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.
December 2020	Fifty-eight percent of the relevant beef products were from Britain and the remaining 42% were of Irish origin – none displayed quality assurance labelling.
April 2021	Forty-nine percent of the relevant beef products were from NI, with 3% displaying NIFQAS labelling; fifty-four percent of the relevant beef products were of British origin (inc. NI), with the other 46% coming from Ireland (no quality labelling).
May 2021	Did not feature in the mystery shopping programme for this month.



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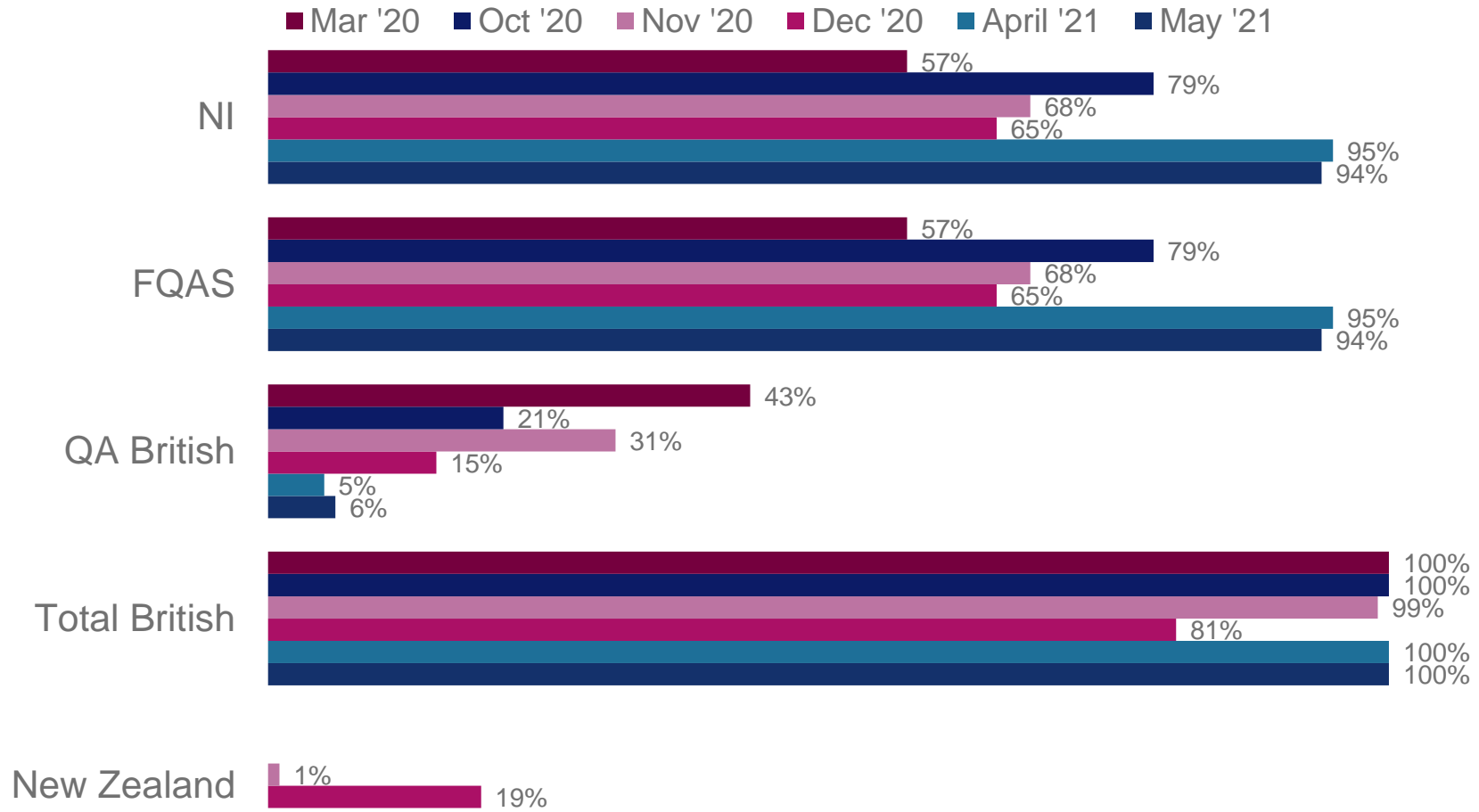
Month	Findings
March 2020	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
October 2020	All of the relevant beef products were of Irish origin, with none displaying quality assurance labelling.
November 2020.	Did not feature in the mystery shopping programme for this month.
December 2020.	Eighty-eight percent of the relevant beef products were from Britain and the remaining 12% were of Irish origin – none displayed quality assurance labelling.
April 2021	All of the relevant beef products were of British origin (inc. NI); thirty-one percent of the products were from NI, all displaying NIFQAS labelling.
May 2021	There were no relevant beef products in the store visited.

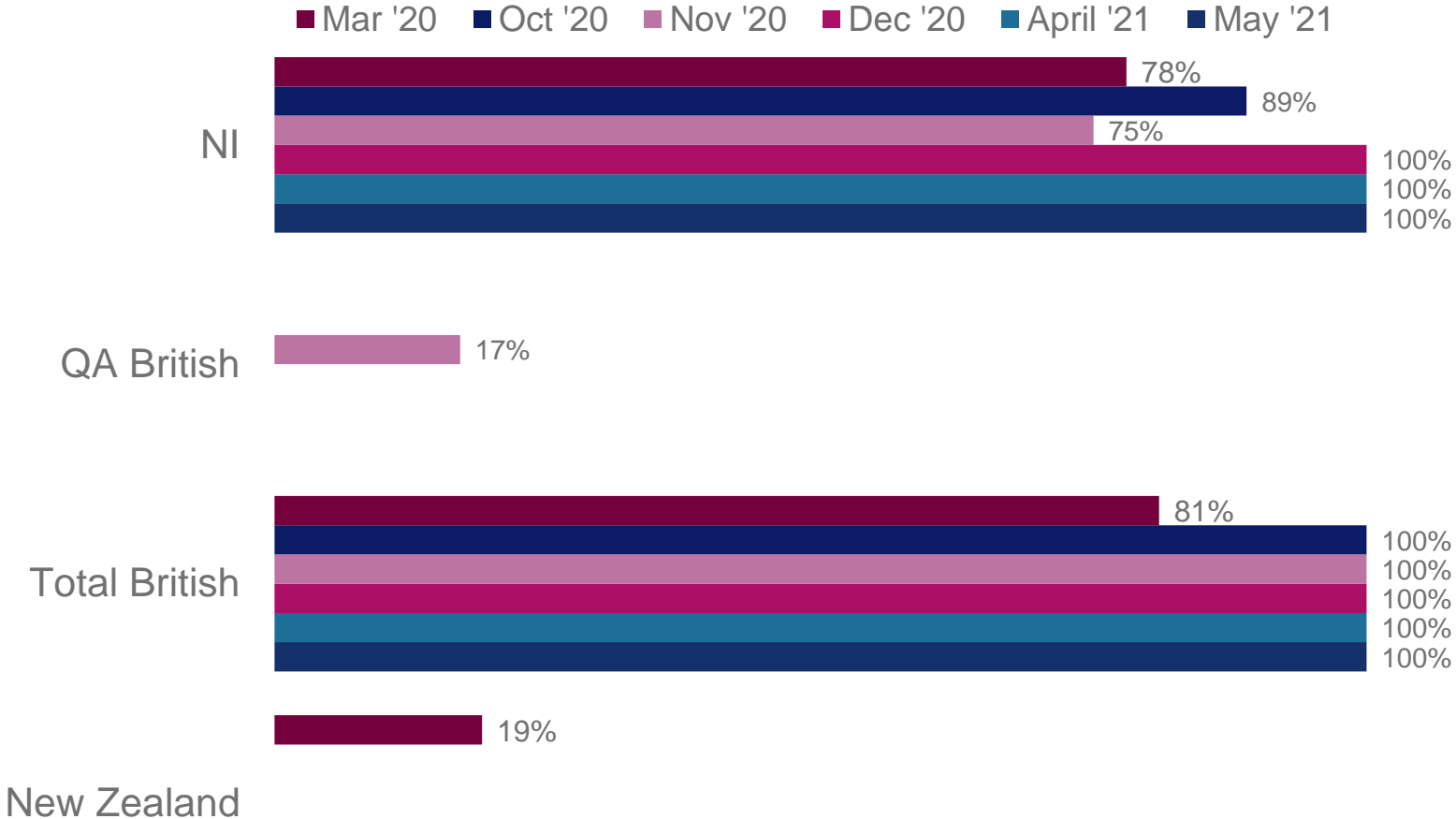
Iceland

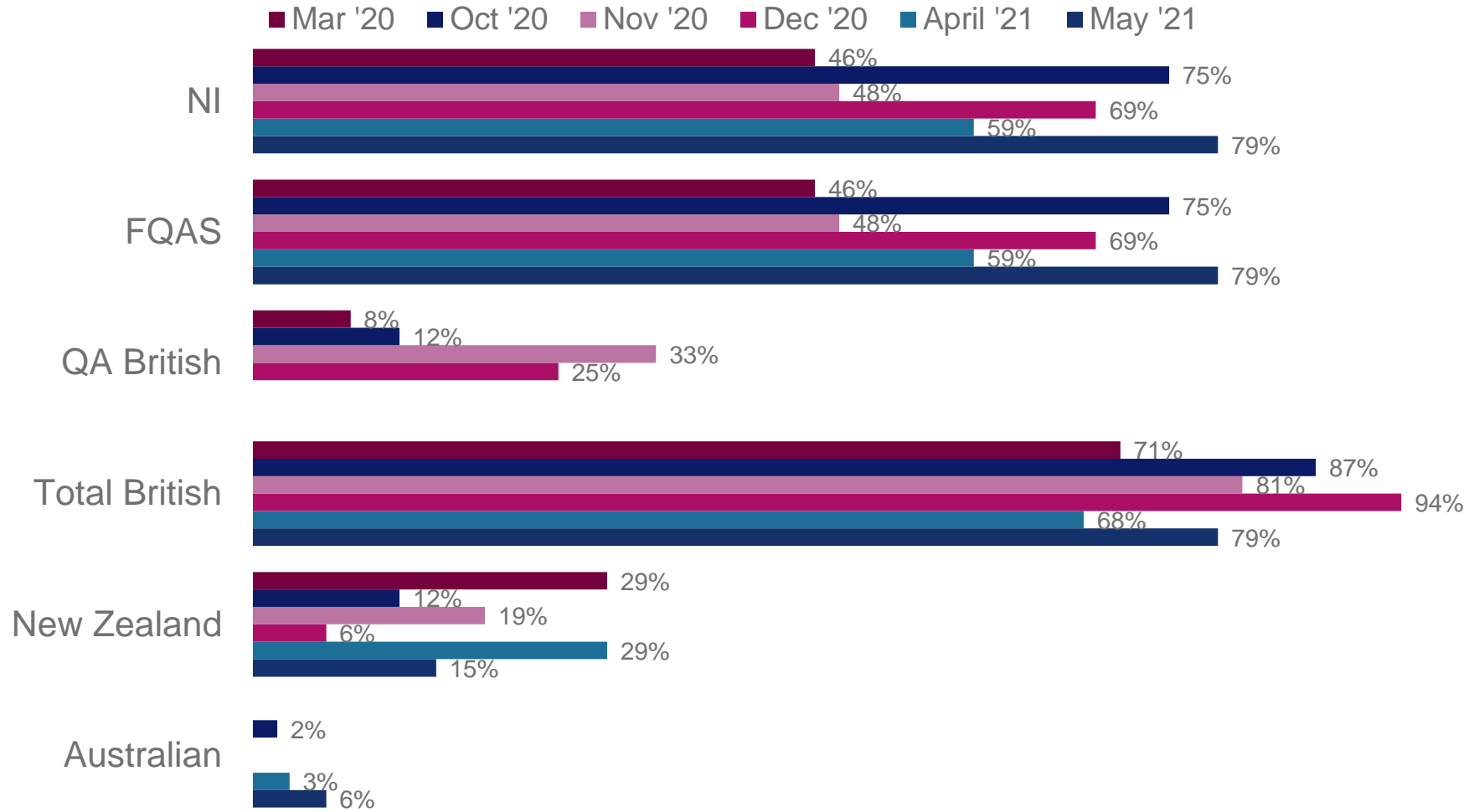
Month	Findings
March 2020	All of the relevant beef products were of British origin, with none displaying quality assurance labelling.
October 2020	Eighty-one percent of the relevant beef products were of British origin, whilst 19% were from Ireland – none of the products displayed quality assurance labelling.
November 2020	Did not feature in the mystery shopping programme for this month.
December 2020	Seventy-six percent of the relevant beef products were from Britain and the remaining 24% were of Irish origin – none displayed quality assurance labelling.
April 2021	Fifty-seven percent of the relevant beef products were of British origin, with the remaining 43% coming from Ireland – none of the products displayed quality assurance labelling.
May 2021	Ninety-one percent of the relevant beef products were of British origin, with the remaining 9% coming from Ireland – none of the products displayed quality assurance labelling.

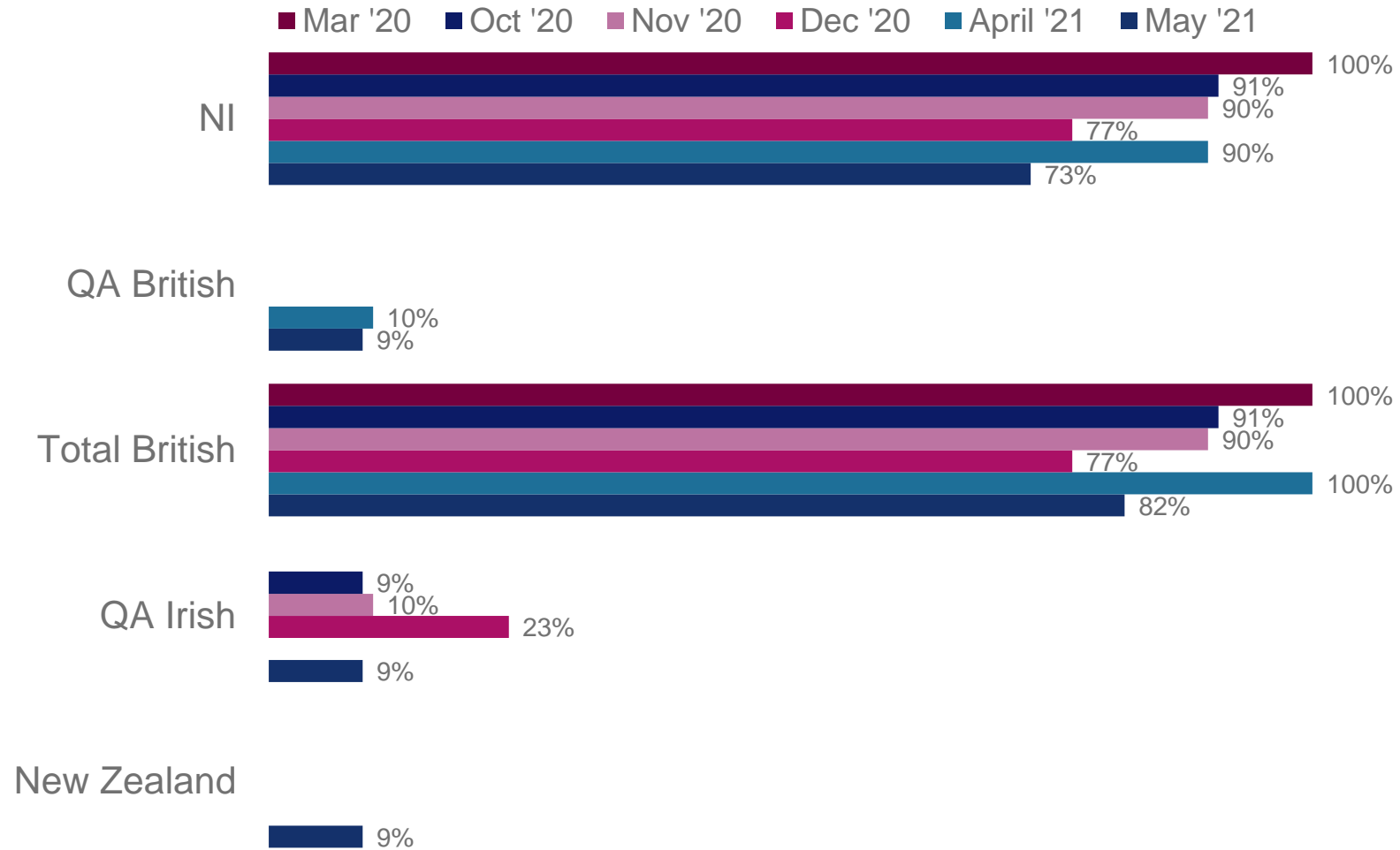


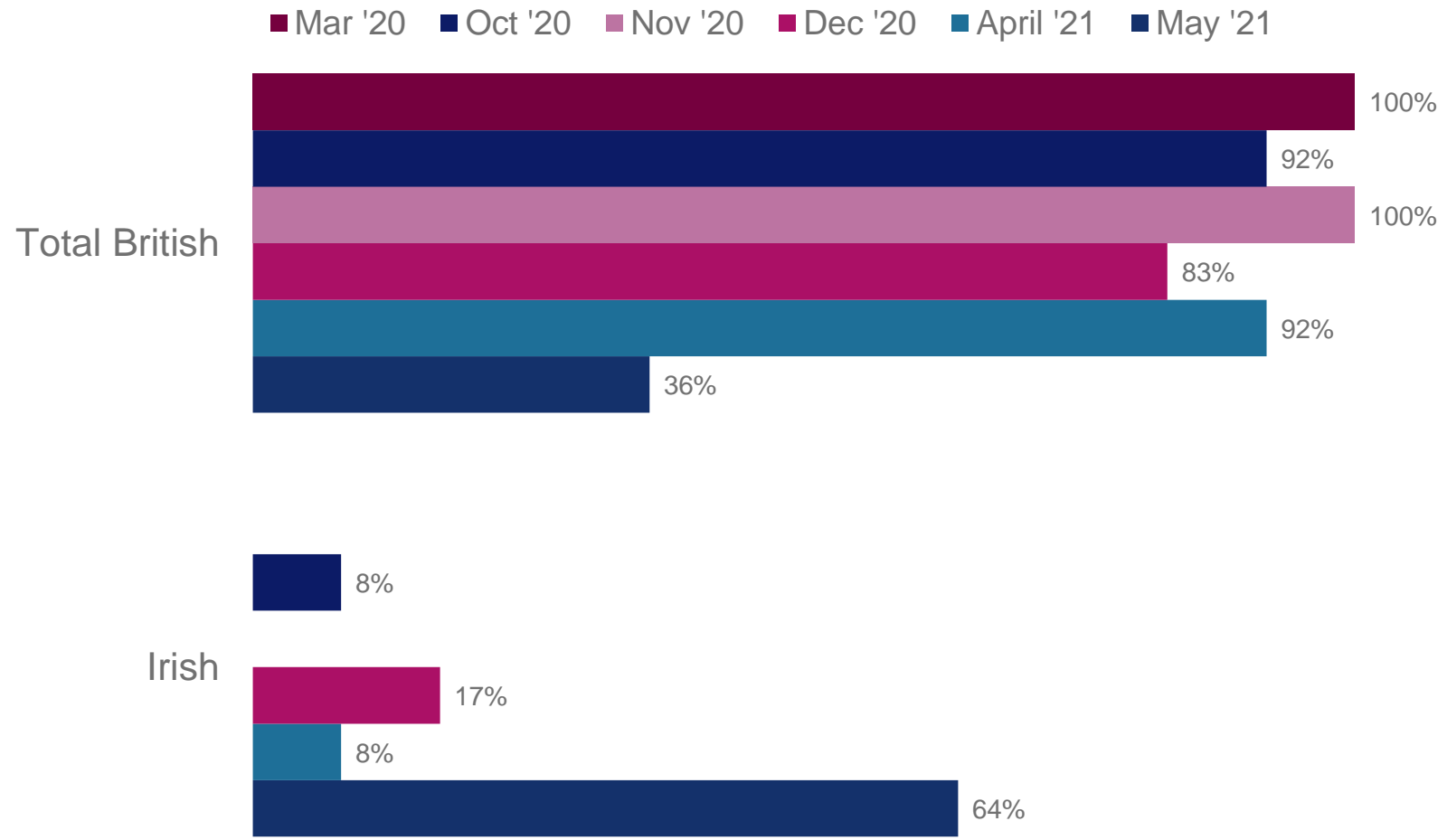
LMC
Mystery Shops: Lamb













Month	Findings
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.
December 2020	Did not feature in this month's mystery shopping programme.
April 2021	Did not feature in this month's mystery shopping programme.
May 2021	There were no relevant lamb products in the store visited.



Month	Findings
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.
December 2020	No relevant lamb products in the stores visited.
April 2021	There were no relevant lamb products in the stores visited.
May 2021	Did not feature in this month's mystery shopping programme.



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Month	Findings
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.
December 2020	No relevant lamb products in the stores visited.
April 2021	All of the relevant lamb products were from NI, with none displaying quality assurance labelling.
May 2021	There were no relevant lamb products in the store visited.

Iceland

Month	Findings
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.
December 2020	All of the relevant lamb products were from New Zealand.
April 2021	All of the relevant lamb products were from New Zealand.
May 2021	All of the relevant lamb products were from New Zealand.