

PROJECT
PROVENANCE

Where your food comes from ...

November 2017

grasp

Where does your food come from ...

There has been heated press coverage of where our food comes from over the last few months. grasp ran a quick survey to understand what Scottish & English shoppers really think about provenance.

Tesco & M&S social storms this November



EXCLUSIVE 1st November

Marks and Spencer promoted 'English' or 'British' whisky – but refused to use 'Scottish'

2nd November

Tesco backtracks on 'We are removing the Scottish Saltire' statement

... Tesco already had one run-in last summer

Nationalist fury as Tesco rename Scottish strawberries 'British' after English customers complain about saltire

THE supermarket giant has responded to complaints from English customers who didn't want to buy Scottish fruit by taking all mentions of Scotland off the packaging.



SHARE

By Debbie Jackson

12:05, 23 AUG 2016 | UPDATED 16:47, 23 AUG 2016





Scotland residents in our survey ...

Whilst residents of Scotland had the opportunity to define themselves in as many ways as they wanted, only 27% identified as British.

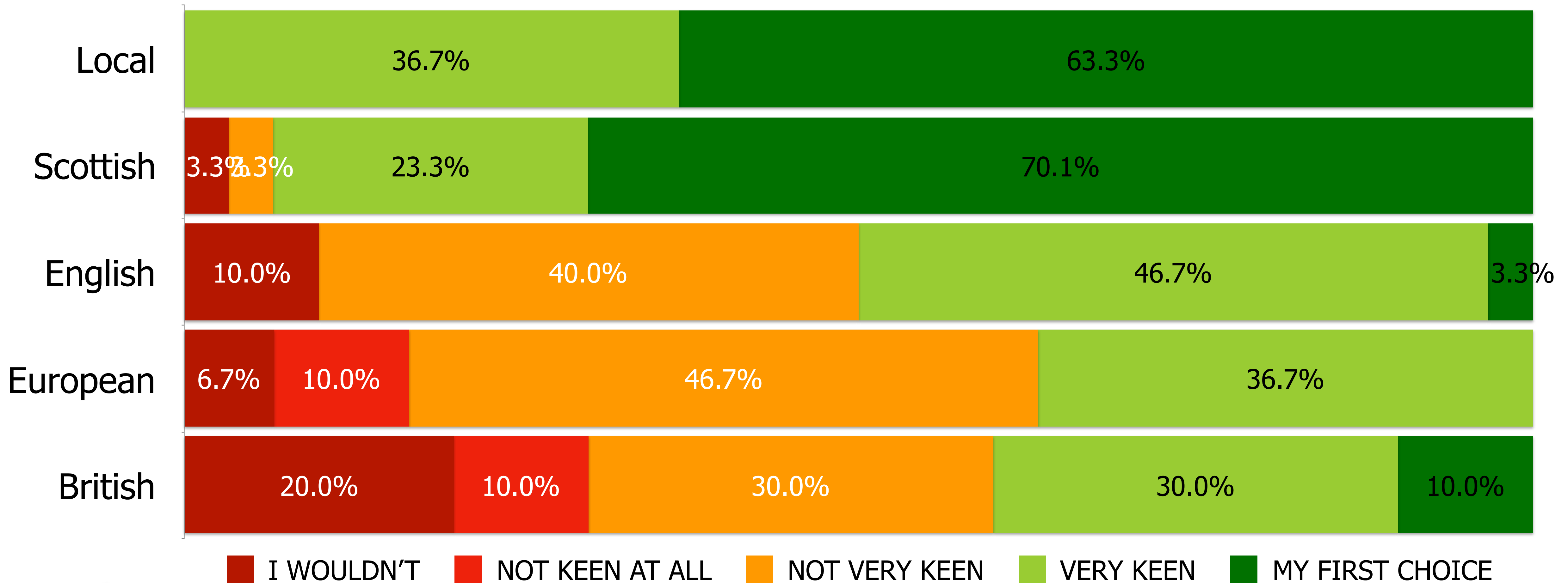
73% identified as Scottish, with Irish / English / British Asian also represented.





Scotland residents: Keenest on local ...

When buying food, how likely are you to buy the following ...?



... **least keen on British**

Base: 30 participants
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... regional provenance is often controversial



A Scottish haggis producer raised eyebrows (& hackles) by launching a canned haggis in Union Jack livery in September 2016.

“Scottish Blend” says it is “specially blended for Scottish water” yet is made by Unilever in Manchester. Neither Scotland nor Manchester have the benefit of Yorkshire’s verdant tea plantations!



One of these is - at best - made in Cheshire. The other is made in Yorkshire, on a farm, with Milk from the Yorkshire Dales. It can pay to read the address on the label.



England residents in our survey ...



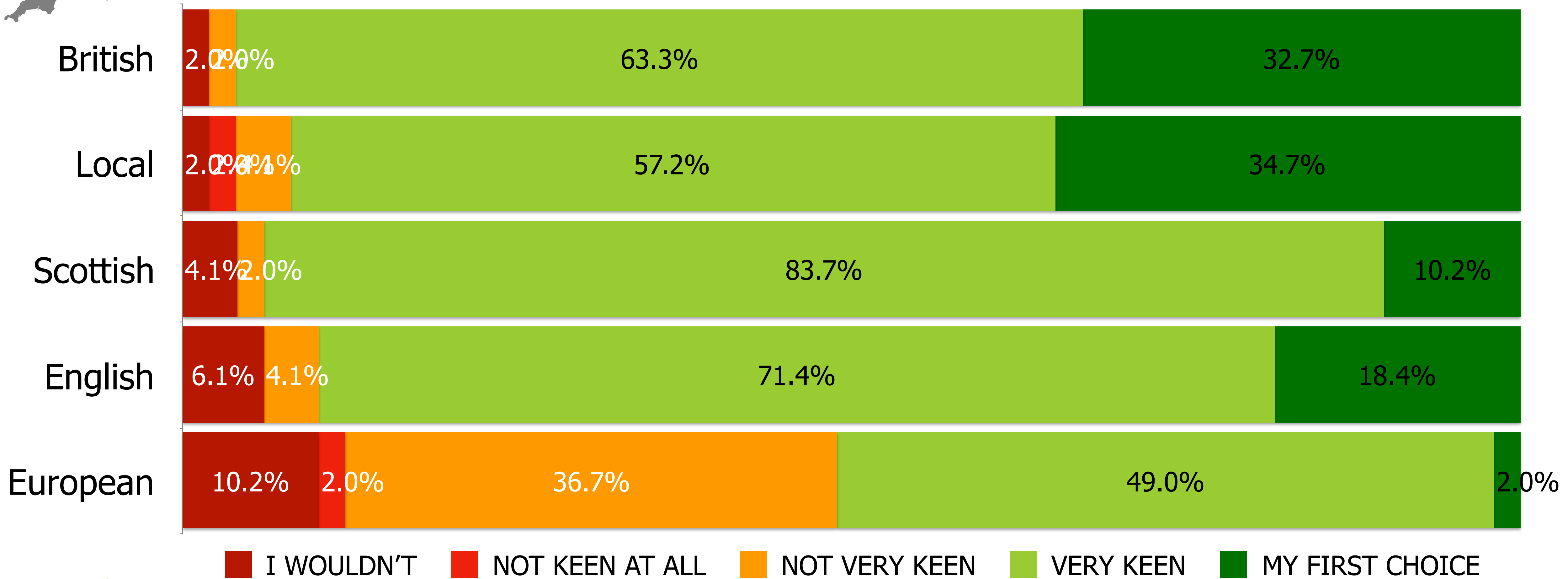
With the option to each define their nationality in several ways, 65% of England residents referred to themselves as British.

Only 38% described themselves as English.
8% were Scottish & others were Asian, North American, Other European & Yorkshire!



England residents: Keenest on British ...

When buying food, how likely are you to buy the following ...?



I WOULDN'T NOT KEEN AT ALL NOT VERY KEEN VERY KEEN MY FIRST CHOICE



Some anti-European sentiment

Base: 57 participants

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... national provenance is best handled with care



This soap is sold across Britain under a major supermarkets' own brand but has **Made in England boldly stamped across it**. This may be true, but is it a wise to sell an overtly English product in other Home Nations, rather than a British one?

Ever wondered why Apple devices are designed in California rather than the United States? ... and why the design is so important, as most manufacturers just reference where products are made!? Clearly Apple have an image to project to the world!



What have we learnt?

- **Residents of Scotland and Scottish nationals really value Local and Scottish produce.**
- **Residents of England and English nationals are very accepting of Scottish produce.**
- **It is wise to consider the levels of complexity in national identity and to tread carefully to follow genuinely popular opinion but not pander to minority views in one Home Nation that could offend majority views in other Home Nations.**

What should we do?

- **Residents of Scotland and Scottish nationals really value Local and Scottish produce.** *Blanket re-labelling of Home Nation products as British products is to be avoided, especially if it could be construed as cultural appropriation.*
- **Residents of England and English nationals are very accepting of Scottish produce.** *The positive attributes of Scottish produce should be drawn out and marketed to other Home Nations (e.g. managing strawberry availability into the Autumn, the authenticity of Scottish Haggis etc ...).*
- It is wise to **consider the levels of complexity in national identity** and to **tread carefully: follow genuinely popular opinion but do not pander to minority views in one Home Nation that could offend majority views in other Home Nations.** *NB: Most people we have met in grasp's years of shopper research - including many migrant workers and ex-pats - like to support their local economy, even as they retain their own national pride and a wider global identity.*



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