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TESCO



The Tesco New Quality Initiative

NATURE'S CHOICE

Printed on Recycled Paper

BACKGROUND

During the late 1980s new public concerns appeared. 'Artificial Additives in Foods', 'Animal Welfare' and 'Low-input Farming' were some of the main ones. Tesco addressed these new consumer needs by offering a wide range of clearly labelled products which are not tested on animals and by introducing free range, or traditionally reared, meat and poultry products, as well as other food produced by less intensive methods.

All food production causes some disruption to the natural environment. The Nature's Choice brand philosophy is all about choosing farming systems carefully to lessen this effect. This means practices which co-exist with and complement the natural environment rather than dominating it. Nature's Choice systems therefore result in both the quality and amount of the foods we need. Any meat products called Nature's Choice have also been produced with proper thought for animal welfare.

It is easy to tell these 'low-input' Tesco products. They will all show the Nature's Choice name and symbol.



NATURE'S CHOICE The Brand

Two key aims form the basis for any product called 'Nature's Choice':-



We will produce foods by farming methods which remove or reduce chemical usage.



We will produce foods with a high regard for animal husbandry within a traditional and stress-free environment.

Central to setting-up the Nature's Choice brand was the need for balance between the use of chemicals and being able to provide enough food of the right quality at affordable prices.

ACTION ON THE ISSUES

Use of Chemicals



We reduce and wherever we can, do without chemicals. The methods used also help to keep residues as low as possible in the production and storage of our food.



We will give advice to farmers on the control of pests and diseases. Advice such as using types of crop which resist disease and rotating the crops grown to break pest and disease cycles. This makes sure that the right ecosystem surrounds the crop.



We will strictly control and minimise the use of fertilisers on crops. We will promote the use of crop wastes as a natural fertiliser.



We will only use pesticides for dealing with actual problems; not for general spraying. We prefer to use pesticides which do not leave residues.



Where treatment is vital, we will ensure that the full required time is allowed to elapse before picking.



We will, where we can, remove any additives from processed foods. Though we must be certain that this will not have any effect on the safety of the food.

Animal Husbandry



We are committed to high standards of animal husbandry and the reduction of intensive methods of animal rearing. Also, we restrict and control the use of veterinary inputs; no growth promoters are allowed and any disease preventing drugs are used only for animal welfare and under strict veterinary control.



We will provide free range or traditionally reared products in the Nature's Choice range where we can.



We will place an emphasis on good farming methods. One of the most important is natural disease prevention. Though we would never withhold medical treatment from an animal where it may save its life or be the only method of returning it to full health.



Should medicines be used in the treatment we will require careful record keeping. Also enough time must be left after medication to ensure no residues remain in the meat.



We will restrict and control vitamin and mineral supplements to animal diets. Where supplements are required, we will provide advice on permitted sources.

THE FUTURE

NATURE'S CHOICE brand products can already be found throughout the store. They range from wine to crisps and from pork to orange juice.

We will carry on working with our suppliers to extend the Nature's Choice aims to as many products as we can.

NATURE'S CHOICE, A RANGE OF FOODS DEVELOPED SPECIFICALLY TO GIVE CONSIDERATION TO ANIMAL WELFARE AND FARMING METHODS THAT CO-EXIST WITH AND COMPLEMENT THE NATURAL ENVIRONMENT.



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