

**We are changing / Tesco.**

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We are  
changing.



The problem we've had with some of our meat lately  
is about more than burgers and bolognese.  
It's about some of the ways we get meat to your dinner table.  
It's about the whole food industry.  
And it has made us realise, we really do need to make it better.  
We've been working on it, but we need to  
keep going, go further, move quicker.  
We know that our supply chain is too complicated.  
So we're making it simpler.  
We know that the more we work with British farmers the better.  
We've already made sure that all our beef is from the UK and Ireland.  
And now we're moving on to our fresh chickens.  
By July, they'll all be from UK farms too. No exceptions.  
For farmers to do what they do best,  
they need to know they've got our support.  
We know this because of the work we've been doing  
with our dairy farmers to make sure they always get paid  
above the market price for milk.  
We know that, no matter what you spend,  
everyone deserves to eat well.  
We know that all this will only work if we are  
open about what we do.  
And if you're not happy, tell us.  
Seriously.  
This is it.  
We are changing.



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