



Dr Luke Evans MP  
House of Commons  
London SW1A 0AA

29th November 2023

Dear Mr Evans

Since becoming chief executive of Morrisons I have been made aware of your excellent campaign for clearer signposting to British produce for customers who shop online. We support the aims of your campaign and want to make it as easy as possible for customers to back Britain's farmers and the high quality food they produce.

This commitment extends to online and I am pleased to confirm that we have implemented a 'British' section to morrisons.com which enables customers to quickly navigate to British meat and fish, fruit and veg, and dairy products including milk, cream, butter, cheese and eggs. This will complement our existing strong use of the Union Jack and British messaging.

This new section of the website, which groups together key British lines, can be found via the 'Shop Groceries' drop down menu on the morrisons.com homepage. We intend to continue developing this section of the website and highlight new lines as they come into season and customer focus.

As a longstanding supporter of British farming, we are delighted to make this change to our website and hope that it leads to more British products in customers' baskets.

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Congratulations on your campaign.

Yours sincerely

A handwritten signature in black ink, appearing to read "Rami Baitieh", written over a horizontal line.

Rami Baitieh  
Chief Executive