



Sainsbury's

Dear Customer,

Recent events have raised significant questions about the authenticity of beef on sale in the UK.

As a valued customer I wanted to reassure you that, following a programme of around 250 tests in line with Food Standards Agency guidance, no horsemeat has been found in any of our products.

As you would rightly expect, we have one of the most extensive quality control programmes in the industry and we apply the same checks right across our products - from *basics* to *Taste the Difference*. We have used DNA testing for over a decade, as well as checks on country of origin, audits of suppliers and accredited, independent product analysis.

This is not just about our quality control measures. Our entire supply chain, from farm to store, is built around long-term sustainable relationships to offer you the best quality products at fair prices - the bedrock of the trust we know you place in us. We work closely with over 2,500 farmers who are part of Sainsbury's dedicated Farmer Development Groups and have invested over £40 million in developing these relationships, as part of our commitment to double our sales of British food by 2020.

As a responsible retailer we are playing our part in the wider industry discussions and we will not be complacent. We will continue to test our products to our own high standards, as well as participating fully in the Food Standards Agency's work to ensure the integrity of Britain's food.

I hope you find this reassuring. You can also find more information on our [Help Centre](#) page.

Yours sincerely,

Justin King
Sainsbury's Chief Executive