



Chris Heaton-Harris

Member of Parliament for Daventry
House of Commons, London SW1A 0AA
Tel: 020 7219 7048

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Dear Constituent,

Thank you for contacting me about promoting British produce in the UK.

I recognise the crucial role our farmers play in supporting food security, driving economic growth, and helping us achieve our net zero goals. I know that the Government is proud to celebrate our British farmers and growers who work to produce world-renowned, high-quality produce all year round.

Ministers are working to raise awareness of the UK's reputation for high-quality food and drink produced to high standards of food safety, animal welfare, and sustainability. The Government's Food Strategy promotes more locally sourced food and commits to maintaining the current level of food we produce domestically and increasing production in sectors with the biggest opportunities, such as horticulture and seafood.

I am aware of the campaign calling for a "Buy British" section when shopping online. I would like to assure you that I fully recognise the importance of buying British produce from our supermarkets. In September, the Government backed calls for industry-led action to signpost customers to buy British food and drink when shopping online and will support campaigns to endorse the taste and quality of home-grown meat and dairy products. I will continue to follow this issue closely.

Through working with producers and supermarkets through the Food Data Transparency Partnership, the Department for Environment, Food and Rural Affairs will improve the data collected on where our food comes from to make British products more easily recognisable to international buyers. In addition, farmers that produce sustainable British food under the environmental land management schemes will be able to use them to help meet public procurement standards, benefiting our British farmers and allowing the public sector to benefit from more excellent British food.

Following the UK Farm to Fork Summit, the Government confirmed £2 million of investment to boost the UK's programme of global trade shows and missions, as well as £1.6 million for the GREAT food and drink campaign. Our food and drink exports bring £24 billion to the British economy, and the UK's network of agri-food attachés play an important role in removing barriers to trade and opening up new trading markets. The UK will build on its existing overseas network with five additional agri-food and drink attachés who will have a key role in removing restrictive market barriers.

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The UK has good reason to be proud of its food and drink industry. Our network of food festivals, as well as our country's restaurants and pubs, are testament to that. Both my ministerial colleagues and I continue to support campaigns to persuade consumers to choose British.

Thank you again for taking the time to contact me.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Chris'.

**CHRIS HEATON-HARRIS MP
MEMBER OF PARLIAMENT FOR DAVENTRY**