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The Rt Hon Sir Robert Goodwill MP
House of Commons
London
SW1A 0AA

Dear Sir Robert,

RE: Investing £500m in the long-term future of the British pork industry

I am writing on behalf of Lidl GB to share with you the news that we are making a £500m long-term investment in the British pork industry through launching new improved payment terms and standards for suppliers and farmers.

As the fourth-largest retailer in the fresh pork category, with 11% market share, we are taking action to address recent sector-wide challenges and demonstrate our commitment to suppliers by introducing a new 'Lidl Pork Standard'. This change was developed in collaboration with pork producers through our newly-created 'Lidl Pork Producer Group', recognising the need for a more sustainable pricing model within the pork sector for suppliers and farmers.

The standard has three priority areas: supporting farmers, improving animal welfare, and ensuring processes are environmentally sustainable. Key changes include:

- Moving away from a supply and demand-based model with pig farmers to an "open book" contract mode that includes on-farm cost of production, guarantees minimum producer volumes, and includes a fixed margin for farmers.
- Investing in new innovation and technology to enrich animal wellbeing.
- Mapping the carbon footprint at all suppliers to implement carbon reduction initiatives.
- Investing over £250,000 in at-risk GB catchments to support river health and water quality.
- All soy within pork supply chain to be deforestation free by the end of 2025.

The commitment will be delivered in collaboration with farmers and suppliers, including major partners such as Cranswick and Pilgrim's, and is an example of the innovative and progressive way Lidl is working with all its suppliers and farmers to continually improve standards and to increase the supply of quality British products on shelves. It is also part of our wider commitment to British suppliers, with whom we are committed to spending £15 billion between 2020-25.



I am very much looking forward to appearing in front of the Environment, Food and Rural Affairs Committee on Tuesday 30th April to discuss our commitment to British suppliers in more detail. Should you have any questions about our new Lidl Pork Standard or our wider efforts to support British suppliers in the meantime, please do not hesitate to get in touch.

Kind Regards,

Richard Bourns

Chief Commercial Officer

Lidl GB