

OVERVIEW

AHDB launched the Supermarket Red Meat Price Survey in September 2019. The survey collects the retail price of a range of key beef, lamb and pork cuts from a number of supermarkets' websites each week to produce an average price.

SPECIFICATION

The price information is taken from the supermarkets' own brand, which can include both pre-packaged and in-store "over the counter" butcher cuts. The aim of the survey is to collect comparable cuts and so in order to maximise consistency, the following guidelines are used:

- Wherever possible, cuts are from British farms, although some of the supermarkets source their key cuts from a range of farms in the UK, Republic of Ireland and the wider EU. Seasonally, British lamb may not be available and supermarkets will source it from New Zealand. In these circumstances we will endeavour to exclude New Zealand lamb from the survey.
- Where supermarkets have a range of products (basic, mid or premium), the prices are collected from the mid-range.
- Prices are collected from similar weighing cuts (if varying packaged weights are available).
- The criteria for specific cuts is listed below:

CUTS COLLECTED	NOTES
Beef roasting joint	Typically topside
Beef sirloin steak	Typically 21 to 28 days matured
Beef rump steak	
Beef fillet steak	Typically 21 to 28 days matured
Beef diced	From various cuts
Beef braising steak	
Beef lean mince	Typically 7% fat or less
Beef standard mince	Typically 15% to 20% fat
Lamb whole leg	
Lamb shoulder (bone-in)	
Lamb shanks	
Lamb steaks	
Lamb chops	Typically loin
Lamb diced	From various cuts
Lamb standard mince	Typically 20% fat
Pork leg (boneless)	
Pork shoulder (boneless)	
Pork fillet tenderloin	
Pork loin steaks	
Pork chops	
Pork diced	From various cuts
Pork belly slices	
Pork ribs	
Pork lean mince	Typically 5% to 8% fat

COLLECTION AND METHODOLOGY

Prices are collected from the supermarkets listed below, subject to availability.

SUPERMARKETS	FREQUENCY	UNITS
Aldi, Asda, Morrisons, Sainsbury's, Tesco and Waitrose	Prices are collected and published each Tuesday	pence per kg

An average price will only be published if there are three or more individual supermarket prices available. Individual supermarket prices may be rolled forward for up to four weeks should they become unavailable.

The price cut information is weighted by the supermarket's retail share and combined with the other weighted prices to create an overall average price. The retail share attributed to each supermarket is based on sales in the previous calendar year and is updated annually.

ENQUIRIES

For further information, please contact Dawn Buttery at dawn.buttery@ahdb.org.uk