

WOLVERCOTE
& NORTH OXFORD
MARKET
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Pricing Comparison Study

Comparing prices between a basket of equivalent goods at
Wolvercote Farmers' Market and supermarkets in
Summertown

Conducted by Richard Howlett, Market Bookings Co-ordinator, on 10th August 2014

Product	Wolvercote Farmers Market (WFM) Prices	Sainsbury's prices	Tesco prices	M&S prices	Co-op prices	Average Summertown Supermarket price	Price difference between WFM & Average Summertown supermarket prices	Regular amount for one supermarket pack (grams except where specified)	Price difference adjusted to regular weight
Potatoes	£1.50				£1.33	£1.33	£0.17	1000	£0.17
Onions	£1.70				£1.10	£1.10	£0.60	500	£0.30
Spinach	£5.00		£7.50	£10.00		£8.75	£3.75	200	£0.75
Broccoli	£3.50			£5.71		£5.71	£2.21	300	£0.66
Courgettes	£3.50			£6.67		£6.67	£3.17	500	£1.58
Cherry tomatoes	£6.00			£8.80		£8.80	£2.80	500	£1.40
Apples	£2.50				£4.29	£4.29	£1.79	700	£1.25
Medium eggs				£2.50					
Large eggs		£2.25							
Mixed sizes eggs	£2.10				£2.10	£2.28	£0.18	Half dozen	£0.18
Jersey milk	£1.40	£1.07				£1.07	£0.33	0.57 litres (1 pint)	£0.19
Unsmoked back bacon	£12.00	£16.14	£13.70	£12.50	£16.45	£14.70	£2.70	300	£0.81
Sausages	£7.00	£8.50	£8.63	£8.00	£7.48	£8.15	£1.15	400	£0.46
Whole chicken	£6.50			£5.79			£0.71	1500	£1.06
TOTAL							£15.94		£5.37

Source details

- The research was carried out on 10th August 2014 so all prices and products are those available at Wolvercote Farmers' Market (WFM) and the various Summertown supermarkets on that day.
- Prices are per kilo for meat, poultry, fruit and veg; per half dozen for eggs and per litre for milk.
- Supermarket products used are the nearest equivalent to WFM products available

- All fruit and veg are organic unless specified otherwise; all other products are non-organic unless specified otherwise
- All eggs are free-range and organic
- All pork is outdoor-bred

- All Sainsbury's meat and poultry is *Taste the Difference* range.
- All Tesco meat is *Finest* range.
- All co-op meat and poultry is *Truly Irresistible*.

- WFM eggs, chicken and beef is from Willowbrook Farm; fruit and veg is from Sandy Lane Farm
- Sandy Lane fruit and veg is certified organic; their pigs are not but are reared on their leftover veg and feed they or neighbouring farmers grow themselves; their sheep are also not certified organic but are fed mainly on organic clover haylage grown themselves
- Willowbrook chickens are not certified organic but are free-range, no chemicals, pesticides or hormones are used in their rearing
- Willowbrook Farm source their beef from farms that rear their cattle on grass and are GM and soy free

- WFM's Jersey milk is from Holmleigh Dairy and is sold on the Crudges cheese stall. It is never more than 24 hours old, is un-homogenised and comes from cows that are grass fed in summer, kept out for as long as possible and fed hay and farm grown feed stuffs in winter as supplement.
- Regular supermarket pack weights based approximately on Sainsbury's pack sizes as found in their online shop
- The average Summertown supermarket egg price was worked out by adding the Sainsbury's large; M&S medium and Co-op mixed size egg prices together then dividing by three. Tesco's did not have organic eggs in stock.
- WFM fruit and veg and pork traders vary. On the Sunday of the research, Sandy Lane Farm was supplying all three; on other dates The Clays would supply fruit and veg and Coopers Pork would supply pork.