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Another Tesco store has been forced to remove Scottish themed advertising after it was placed over a display selling chicken imported from Holland. The shop in Helensburgh had placed the Dutch produce under a blackboard style poster with the word “Scottish” in large letters and another sign declaring, “Our Chicken is sourced from Scottish Farms”. Earlier this month Tesco stores throughout Scotland had to scrap a promotion claiming salmon to be “100% Scottish” when in fact most of the fish had been reared and killed in Norway then imported into the UK.

John Robins of Animal Concern reported Tesco to several Trading Standards offices over their mis-selling of foreign produce as Scottish. Mr Robins stated; “Rightly or wrongly local products and Scottish products in particular, fetch a premium price. People will go out of their way to buy Scottish meat and fish because our farm welfare and slaughter standards can be higher than those in other countries. More and more shoppers are also aware of food miles, the environmental damage caused by importing food across long distances. Retailers have a legal duty to get it right and properly inform shoppers of where food has come from. Tesco have been making imported meat and fish look more Scottish than Harry Lauder in a kilt at a ceilidh. This was not just an isolated incident. Tartan-tinted foreign produce has been found in around a dozen Tesco stores from Ullapool to Milngavie.”