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Tesco undercut by farm store

Tuesday, 13 January 2009

A farm shop has begun a campaign undercutting many of the prices at its closest Tesco store in a bid to prove independent shops can offer better value than multiples.

Yaxham Waters Farm Shop owner Pablo Dimoglou said he checks prices daily at Tesco and advertises the discounts he makes.

Mr Dimoglou said he managed to boost shopper numbers in the run-up to Christmas.

He commented: "I saw we could increase trade and keep our profits up while dropping prices.

"People are coming in and saying we are so much cheaper than they thought. "We realise these are difficult economic times and people have to be careful with their money. We appreciate every single pound people spend here."

He is starting a campaign called Thumbs up for Local Business in an effort to encourage shoppers to visit local farms while on their way to the supermarket.

Earlier today [Tesco](#) reported sales growth of 2.5% for the festive period, its poorest return since the 1990s.

[The National Farmers Union](#) in Scotland said prior to Christmas that supermarkets ought to show suppliers more respect.

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