



31 October 2008

Mr G. Attenborough  
Interim Head of Communications  
Agriculture and Horticulture Development Board  
Area 2B  
Nobel House  
17 Smith Square  
London SW1P 3JR

Dear Mr Attenborough,

### CONSULTATION ON FOOD SUPPLY CHAIN QUALITY SCHEMES AND BRANDING

Thank you for the letter received from John Bridge dated 19<sup>th</sup> September.

My company is involved solely in the potato sector so I have not attempted to comment on quality schemes in other sectors as asked for in Q2.

We do choose to be involved with the RTL and a large proportion of our output has the logo on pack as required by some of our customers and we continue to support its use.

However, with reference to Q1 in your letter, I do not agree that AHDB should invest levy payers money to promote the quality and standards of products across all sectors. I feel strongly that the stakeholders in each sector should decide this.

Quality standards are set by our customers who have their own well branded schemes in place. Our competition comes from rice and pasta and much of the work carried out in the potato sector is aimed at improving awareness of the versatility, convenience and health benefits of potatoes.

To specifically answer the remaining questions:

- Q3. No
- Q4. No to a, b and c.
- Q5. See above
- Q6. No
- Q7. No

If you require any further information please do not hesitate to contact me.

Yours sincerely,

**GRAEME BEATTIE**  
**MANAGING DIRECTOR**

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