From: ian.burgess@co-operative.coop
To: guy.attenborough@ahdb.org.uk
Subject: Fw: AHDB funding AFS
Date: 31 October 2008 10:55:49

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----- Forwarded by Ian Burgess/MAN/COOP on 31/10/2008 10:56 -----

Ian Burgess/MAN/COOP
31/10/2008 09:20

To
guy.attenborough@ahdb.org.uk
cc

Subject
AHDB funding AFS

Guy
The Cooperative Food has been a supporter of Red Tractor since its inception carrying the logo on a range of our own brand products (produce, meat, poultry and latterly beer).

As the country's largest farmer, the Co-operative Group recognise and relate to the concerns of the farming community regarding the future sustainability of the industry. Our original view of the Red Tractor was that it would offer a single logo which could be used as a promotional mechanic for British agriculture and would therefore facilitate customer understanding and deliver market access.

What is becoming more and more apparent is the proliferation of logo's within the industry which does not promote or deliver clarity of message to the consumer, leading to confusion.

The Co-operative Food is in favour of a consistent consumer message as this will be more impactful. The existing Red Tractor logo is the ideal vehicle for this due to its widespread recognition over a number of product sectors and we would therefore view the AHDB proposal as being very positive.

Regards

Ian Burgess

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