

**From:** [Michael Brearley](#)  
**To:** [Guy Attenborough](#)  
**Subject:** Consultation on Food Supply Chain Quality Schemes and Branding  
**Date:** 03 November 2008 12:28:45

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I wish to respond to the above as follows,

Q 1. No the levy should be kept for the individual sectors main functions and not diluted. Growers and producers need as much of the levy as possible used to keep them profitable and competitive.

Q 2. Possibly, but do they result in extra sales and profit for us levy payers? I think not.

Q 3. No No No It is not the role of the AHDB to police its levy payers.

Q 4 option b if it went ahead but I am against this.

Q 5 No ,at present the red tractor is used sparingly and own brands are preferred, often with no red tractor displayed. Country life butter and the latest packaging on Wisemans milk for Remembrance day have no RTL. Also many items sold outside the main supermarkets have no logo of the Red Tractor.

Q 6 No

Q 7 No

My earlier comments relating to the consultation still stand. I believe levy payers should have been consulted individually as they are the source of funds for AHDB.

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