

7 November 2008

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

Dear Guy

Further to our recent correspondence, I am pleased to attach FDF's response to the AHDB consultation on food supply chain quality schemes and branding.

Thank you for accepting our response after your formal deadline.

Kind Regards,

Kerina

Kerina Cheesman
Manager, FDF Member Services

FDF RESPONSE TO AHDB CONSULTATION ON FOOD SUPPLY CHAIN QUALITY SCHEMES AND BRANDING

FDF wishes to make the following comments on the AHDB consultation on food supply chain quality schemes and branding issued on 19 September 2008, in which views were invited on the scope, use and financing of quality schemes and branding on AHDB sector products.

FDF's response is focused on those areas where we feel our comments are most appropriate and we have specifically chosen not to comment on those questions which we believe are more appropriately answered by levy payers directly or through the Sector Cos.

Question 1 - Should AHDB invest levy payers' money to promote the quality and standards of its sector products?

No FDF comment.

Question 2 – Does there need to be a rationalisation of existing quality marks?

No FDF comment.

Question 3 – Should AHDB invest levy funds to promote uptake within the industry, police the proper use of a mark and build consumer awareness about the quality and standards of all sector products? (The cost of this is estimated to be about £0.5m per annum to AHDB and would be apportioned back to AHDB sector organisations).

FDF recognises that it is important for the integrity of a quality scheme such as the Red Tractor Logo to be able to police the proper use of its quality mark. It is also self-evident that a quality scheme will be constrained in building consumer awareness of its quality mark if it does not have sufficient funds to underpin its promotional messages.

Question 4 – If levy payer money was to be invested should AHDB:

- a) Create a new scheme?**
- b) Adopt the RTL scheme as it is now? or**
- c) Integrate existing standards in the beef and sheep sector into the RTL scheme?**

FDF would strongly support the Red Tractor Logo scheme being the channel for any funding. The RTL has established itself as a recognised cross-sector promotional brand which is familiar to consumers and we believe that using it as the vehicle and platform for such promotional activity would enable funds to be used to greater effect than creating a new scheme. FDF is therefore supportive of a single quality framework being built around the RTL where feasible.

Question 5 – In your sector, which products or market segments do you believe would most benefit from the promotion of quality characteristics? Would you support levy payers’ money being invested in this promotion?

No FDF comment.

Question 6 – If in your view, no products in your sector would benefit from promoting such a scheme (beyond a baseline investment outlined in paragraph 21), would you accept other AHDB sectors working together at a sector level on such a scheme through AHDB?

No FDF comment.

Question 7 – Do you support levy-funded investment even though this will mean that EU guidelines for promotion would need to be observed by all parties participating in the scheme throughout the supply chain even where private funds were invested?

FDF accepts that it is a precondition of levy funds being invested in, for example, the RTL scheme, that EU guidelines for promotion would need to be observed by all parties participating in the scheme throughout the supply chain even where private funds are invested (ie every organisation participating in the RTL scheme and using the RTL logo).

Based on our current understanding of the extent of the constraints that this might pose, we believe that, on balance, levy-funded investment would still be beneficial. However, we would wish to be assured that EU guidelines would not disproportionately impact or unduly constrain the core promotional activities of companies participating in the RTL by virtue, for example, of their products bearing the Red Tractor Logo. Assuming this is indeed the case, we believe that it would still be important to ensure that clear and comprehensive guidance were made available to participating companies to ensure understanding of and compliance with the EU guidelines as they apply to them in these particular circumstances.

31 October 2008

The UK Food and Drink Manufacturing Industry

The Food and Drink Federation (FDF) represents the food and drink manufacturing industry, the largest manufacturing sector in the UK, employing over 500,000 people. The industry has an annual turnover of £70bn accounting for 15% of the total manufacturing sector. Exports amount to almost £10bn of which 64% goes to EU members. The Industry buys two-thirds of all UK's agricultural produce.

The following Associations are members of the Food and Drink Federation:

ABIM	Association of Bakery Ingredient Manufacturers
ACFM	Association of Cereal Food Manufacturers
BCA	British Coffee Association
BOBMA	British Oats and Barley Millers Association
BSIA	British Starch Industry Association
CIMA	Cereal Ingredient Manufacturers' Association
EMMA	European Malt Product Manufacturers' Association
FA	Food Association
FOB	Federation of Bakers
FPA	Food Processors' Association
GPA	General Products Association
IDFA	Infant and Dietetic Foods Association
MSA	Margarine and Spreads Association
NACM	National Association of Cider Makers
SB	Sugar Bureau
SIBA	Society of Independent Brewers
SMA	Salt Manufacturers' Association
SNACMA	Snack, Nut and Crisp Manufacturers' Association
SPA	Soya Protein Association
SSA	Seasoning and Spice Association
UKAMBY	UK Association of Manufacturers of Bakers' Yeast
UKHIA	UK Herbal Infusions Association
UKTC	UK Tea Council

Within FDF there are the following sectoral organisations:

BCCC	Biscuit, Cake, Chocolate and Confectionery Group
FF	Frozen Food Group
MG	Meat Group
ORG	Organic Food and Drink Manufacturers' Group
SG	Seafood Group
VEG	Vegetarian and Meat Free Industry Group
YOG	Yoghurt and Chilled Dessert Group