

**From:** [Sian Thomas](#)  
**To:** [Guy Attenborough](#)  
**Cc:** [Nigel Jenney](#)  
**Subject:** RESPONSE TO CONSULTATION ON FOOD SUPPLY CHAIN QUALITY SCHEMES AND BRANDING  
**Date:** 30 October 2008 17:03:40

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Thank you for inviting us to respond to your consultation on food supply chain quality schemes and branding. The Fresh Produce Consortium is the UK's fresh produce trade association, with membership covering the complete spectrum of the fresh produce sector, including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other organisations.

Food standards schemes are a recognised means of providing assurance of a range of additional benefits over and above the quality of fruit and vegetables. The Fresh Produce Consortium would support the continuation of such schemes and their funding.

There are some concerns that a basic single scheme might lead to adoption of a 'minimum' standard, and companies would wish to have the security that the high standards set by certain existing schemes can be retained. Also, we understand that certain sectors, for example the Potato Council, may prefer not to see levy funds diverted to an overreaching quality scheme.

We recognise that Red Tractor, managed by the Assured Food Standards agency, has worked with industry experts and UK growers to maintain and improve food production standards. The award is seen to be the culmination of hard work to meet criteria for food safety and hygiene, traceability, production methods, in addition to sourcing produce from assured farms using one of the eligible farm schemes.

Regards

*Sian*

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Visit [www.EatInColour.com](http://www.EatInColour.com) for recipes and information on how enjoy the ultimate convenience food - **fresh fruit & vegetables**

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