

Good morning Guy,

Please find attached responses from Angus Armstrong (Greenvale AP) reference Consultation on food supply chain quality schemes and branding.

Please advise if you would also like a hard copy sent through the post.

Kind regards,
Kirstie Dodds

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PA to Chief Executive
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Question 1

Should AHDB invest levy payers money to promote the quality and standards of its sectors products?

Response

The choice of whether to use levy payers money to promote the quality and standards of its product should only be made by specific Sector Board. This decision cannot be made by the AHDB Board.

Question 2

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

Response

Yes. It is highly questionable what quality marks the consumer actually recognises.

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?

Response

No. As answered in Q1 (above), responsibility for this should remain at a Sector Board level with full responsibility for spend, awareness and policing left to the individual Sector Board.

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

- a) Create a new scheme? **No**
- b) Adopt the RTL scheme as it is now? **No**
- c) Integrate existing standards in the beef and sheep sector into the RTL scheme? **No**

Question 5

In your sector, which products or market segments do you believe would most benefit from the promotion of quality characteristics (either general quality characteristics common to your sector and other sectors or ones specific to your sector)? Would you support levy payers money being invested in this promotion?

Response

None - we will hopefully continue to promote potatoes generically, focussing on the many health benefits associated with our crop. Money spent on targeted awareness campaigns will continue to be well spent in our opinion.

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?

Response

Yes, if that is the wish of the individual Sector Boards.

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?

Response

Again, this must be left to the discretion of the individual Sector Co Boards. We will be continuing to push our Sector Co, Potato Council Ltd, to utilise any spend to raise the awareness of the health benefits of potatoes generically.