

From: [Henry Brown](#)
To: guy.attenborough@ahdb.org.uk
Subject: FW: Consultation on food supplychain qualityschemes & branding. Branding Consultation (Red Tractor)
Date: 29 October 2008 15:32:02

From: Henry Brown
Sent: 29 October 2008 15:32
To: 'attenborough@ahdb.org.uk'
Subject: Consultation on food supplychain qualityschemes & branding. Branding Consultation (Red Tractor)

Dear Guy,

Potato Sector

Please receive our reply to the above paper and the 7 questions:

- Q1. Yes, but not through RTL, & also with a feasible business case
- Q2. No
- Q3. No
- Q4. None of the 3 particularly.
- Q5. Yes, for potatoes, where extolling health, education & environmental, marketing & PR.
- Q6. Yes, depending on the business case.
- Q7. No

Yours Sincerely

Henry

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