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To: guy.attenborough@ahdb.org.uk
Subject: Response to consultation
Date: 05 November 2008 11:20:48

Thank you for allowing a late response as per yesterday afternoons phonecall.

General comments:-

1. The whole ethos of setting up AHDB was to bring the sectors boards under one umbrella with a view to reducing costs and levies paid by farmers etc. Will the 0.5m£ be absorbed within this remit or over and above the savings achieved.

I suggest that if levy payers don't see a reduction in levies paid it will bring AHDB's mandate into question.

2. I don't see how each sector can take responsibility of the LRT as there has to be synergy and run under one scheme.

I appreciate in the red meat sector it is easier to use the Quality marks, but would hesitate that in Cereals and to a lesser extent Potatoes; the LRT as a brand will never begin to compete with the brands already there like Weetabix, Hovis, or for that matter the brands of Tesco and Sainsbury etc.

3. There are too many quality marks in the market place now which are confusing the consumer already. Whilst the consumer entering a supermarket will say 'oh yes, I always look for British food' the price dictates the decision on 'most' purchases, when you question the same shopper exiting the supermarket.

4. When LRT was launched it was commendable and very good concept. But since then the more discerning shopper has moved from British produce to local provenance. This provenance shopping has not been addressed at all by the consultation and suggest now that is more important.

5. The assurance schemes on farm should remain in place for it not only gives an annual check of farms, but also stops a plethora of individual schemes being set up by each produce buyer. This will give the retailers the assurance of safety in the food they buy.

6. I don't believe it is in the remit of AHDB to spend money on promotion of LRT.

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