



## **THE LIVESTOCK AUCTIONEERS' ASSOCIATION LIMITED**

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### **AHDB Consultation on Food Supply Chain Quality Schemes and Branding**

The Livestock Auctioneers Association Limited (LAA) is pleased to respond to the AHDB Consultation on Food Supply Chain Quality Schemes and Branding. The LAA represent all Livestock Markets in England and Wales; the membership having an accumulative turnover in excess of 10 million sheep and 2 million cattle per annum, with a total monetary value in excess of £1billion. The LAA's members also play a pivotal part within the levy scheme mechanism in transferring levies between vendor and purchaser when livestock are sold through the "prime or slaughter" sale rings.

#### **Question 1: Should AHDB invest levy payers money to promote the quality and standards of its sector products?**

The LAA believes that AHDB should invest levy payers money to promote the quality standards.

#### **Question 2: Does there need to be a rationalisation of existing quality marks?**

The LAA does not believe that there is a need to rationalize the existing quality marks. Presently the different supply chains choose to identify, and brand their products in various different ways and this ability to differentiate needs to be maintained.

#### **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 LAA would only support such an investment if it was done on the basis that monies collected from each sector are spent on that sector. For example; sheep and beef levy money must only be spent on sheep and beef promotion.

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

**a) Create a new scheme?**

The LAA does not support the creation of a new scheme

**b) Adopt the RTL scheme as it is now**

The LAA does not believe that the RTL scheme should be adopted as is.

**c) Integrate existing standards in the beef and sheep sector into the RTL scheme?**

The LAA believes that investment should be made into the existing sheep and beef schemes.

**Question 5: In your sector, which products or market segments do you believe would most benefit from the promotion of quality characteristics?**

The LAA believes that it should be the responsibility of the sector body (EBLEX) to decide where such promotional strategies should fit.

**Question 6: If in your view, no products in your sector would benefit from promoting such a scheme, would you accept other AHDB sectors working together at a sector level on such a scheme through AHDB?**

The LAA believes that AHDB has an important part to play, but that it should be in acting as an umbrella mechanism for all sectors rather than trying to pull all sectors under one quality mark.

**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?**

The LAA believes that considerable further consideration needs to be given to this issue once some of the above questions are answered.