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LADIES IN PIGS

AHDB CONSULTATION ON FOOD SUPPLY CHAIN QUALITY SCHEMES AND BRANDING

Ladies in Pigs (**Lips**) is an organisation of ladies who are part of, or allied to, the pig industry, and committed to increasing the consumption of British pork through talks, demonstrations and promotions at shows and in butchers shops and supermarkets. We welcome the opportunity to respond to this consultation.

At our executive meeting last week we discussed in great depth your consultation, as well as the response made by the National Pig Association. It was the unanimous decision of my executive members that we concur with and totally support the responses of the NPA.

We would however wish to express our concern that the AHDB is considering spending levy payers money on a Logo at a time when the industry and the country is suffering financial constraints of extraordinary proportions.

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