



## McCain Foods (GB) Ltd

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27 October 2008

Mr Guy Attenborough  
Interim Head of Communications  
Agriculture and Horticulture Development Board  
Area 2B  
Nobel House  
17 Smith Square  
London SW1P 3JR

Dear Mr Attenborough

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

I am replying to the John Bridges letter of 19 September 2008 in reference to the above.

My answers to the questions are as follows:

- Q1 No, AHDB should not invest levy payers money to promote the quality and standards of products. It should be for the **stakeholders** in **each** sector to decide if they wish, as an industry, to use their levy funds to promote quality standards in their sector.
- Q2 Do not know enough about the quality schemes in other sectors to comment.
- Q3 No, each sector should make the appropriate decision for its own sector.
- Q4 NA, given answer to Q1.
- Q5 It is for each company/organisation within the sector to decide. There are a number of views across the potato sector regarding the use of the RTL, but overwhelming agreement within the potato sector is that the use is for individual companies, and is not something the potato council should be spending levy payers funds on.

Within McCain Foods we believe, by far and away, the primary quality mark for our consumers and customers is the McCain brand. As a responsible manufacturer (the first in the potato industry to insist Growers were members of Assured Produce as a condition for a contract) we utilise the RTL on back of pack to demonstrate we are complying with industry best practice. Because of the State Aids limitations and the ambiguity over provenance, we do not believe the RTL communicates the use of British Potatoes as well as our own logo.

Q6 As already mentioned it is for each sector to decide their own strategy.

Q7 No.

Please don't hesitate to call should you require any clarification or further information,

Yours sincerely

**Nick Vermont**  
CEO – GB, Ireland, South Africa, Eastern Europe