



***Food Supply Chain quality schemes and branding***  
**Response to consultation paper – Wm Morrison Supermarkets plc**

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**1. Introduction**

1.1 Morrisons welcomes the opportunity, as a retailer and food manufacturer, to comment on the Agriculture and Horticulture Development Board's consultation paper. This response highlights some of the steps Morrisons is taking to communicate messages of quality about our meat and produce to customers; and comments on how the AHDB could make a difference.

**2. Morrisons – “Food specialist for everyone”**

2.1 Morrisons' vision is to be the “Food Specialist for Everyone”. Our business model is different from other supermarket retailers. We source most of our meat and produce direct from farms and prepare and process it ourselves. This gives us an unrivalled opportunity to provide customers with fresh quality food at affordable prices.

2.2 Morrisons has adopted the Assured Food Standards Red Tractor Logo to communicate and promote quality messages on the following packs:

- All our chicken and turkey
- All our British fruit and vegetables packed at our own produce centres
- All our fresh milk

2.3 In addition, Morrisons uses the BPEX Quality Standard Mark on our pork, bacon and ham to communicate the high welfare standards of British pig meat. We are also working with Assured Food Standards to use the Red Tractor Logo on all our fresh beef and lamb.

**3. Response to consultation questions**

3.1 Our interest in quality schemes and their branding as a retailer is to ensure effective and efficient communication to our customers. As we are not levy payers, our comments focus on the questions concerning quality marks.

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

3.2 Morrisons supports the rationalisation of existing quality marks. The benefit of quality marks to customers is simple and effective communication that the product meets an assured standard. This enables customers to buy with confidence.

3.3 Multiplicity of quality marks may lead to confusion. Customers may lose confidence if products of very similar specification are labelled with different quality marks.

3.4 Rationalisation will allow for communication of one clear message that the products meet the standard of assured food quality.

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

**a) Create a new scheme?**

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

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

- 3.5 Morrisons supports rationalisation on the basis of the Red Tractor Logo scheme. This is because it has demonstrated its effectiveness in communicating simply and effectively to customers. The Red Tractor Logo is readily recognised by customers with good penetration across product ranges.
- 3.6 The danger of creating a new scheme is that customer confidence may be lost and take time to regain. If a new scheme and brand is to be contemplated, the AHDB should demonstrate that the likely gains outweigh the risks.
- 3.7 Morrisons' endorsement of the current Red Tractor Logo scheme is based on support for the current standards of quality that it assures. If existing standards of beef and sheep sectors are to be integrated in the Red Tractor Logo scheme, this may hinder rather than help further penetration of assurance brands. For example, lamb slaughtered at the end of the calendar year through to the following season's spring lamb, meets the Red Tractor Logo standard and should continue to do so to communicate the quality of this British product to customers.

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