

From: [IMTA](#)
To: guy.attenborough@ahdb.org.uk
Subject: Food Supply Chain Quality Schemes
Date: 31 October 2008 11:58:37

Dear Guy,

Thank you for giving the NACB the opportunity to contribute to this consultation. I have circulated this to our board members.

In summary we believe that it would be unwise to link meat quality marks with the red tractor scheme. The lack of focus on a specific quality for the product itself would dilute the scheme and risk blurring the image. In addition we feel that the integrity of the mark is put at more risk given that you are dependent on a large number and variety of people to maintain the appropriate standards.

Best regards

Liz Murphy
Secretary
National Association of Catering Butchers

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