

## AHDB CONSULTATION REGARDS QUALITY ASSURANCE & A SINGLE MARK

Representing NFU Members producing Beef & Lamb across the six counties in the South West I would like to make the following responses on behalf of the South West Livestock Board.

1. We feel it is essential that Assurance Schemes and a logo are developed within a framework that will allow the use of a single logo across all sectors.
2. The same Logo/Assurance Schemes should be used “throughout” each Sector.
3. Taking our own Sector (Beef & Lamb) as an example the Logo/Assurance Scheme should apply from farm to plate and appeal to retailers, large & small (including ready made meals), farm shops, local butchers and the catering trade, most importantly including pubs and restaurants.
4. The Red Tractor would appear to be the key, it is available and provides an extremely good base to build on for the future.
5. The South West Board is extremely concerned about the cost effectiveness of current EBLEX promotional policy.

John Hore  
Chairman  
South West Livestock Board