

From: [Jayne Dyas](mailto:Jayne.Dyas@ahdb.org.uk)
To: guy.attenborough@ahdb.org.uk
Cc: neil.bragg@hdc.org.uk
Subject: Consultation on food supply chain quality schemes and branding.
Date: 31 October 2008 14:33:45

Mr Guy Attenborough,

Further to your correspondence of 19th September 2008 regarding the above consultation I have to advise that of the five crop associations that I represent only three have had meetings where this issue was an agenda item. The other two were consulted by email, but obviously it is more difficult to present an overall response where open discussion has not taken place.

However, aware that the deadline for comments is today, 31st October, there has been an overall opinion from our members.

Whilst they agree in principle with the idea of one recognisable quality mark being used by the agricultural and horticultural sectors, they are wary of the cost involved in establishing such a brand. There will no doubt be a high cost even if the current Little Red Tractor mark is adopted as the way forward.

Our members priority for use of their levy is for new research projects for their specific sectors. Current levies raised allow only minimal research to be funded, particularly after the cost of the Specific Off Label Approval Scheme is taken out. Thus their view is that there is barely enough money for adequate R&D let alone the extra expense for funding a new £0.5million project.

We would ideally have appreciated a greater length of time for the consultation period to enable all groups to provide a detailed response following grower meetings, but hopefully this summary will provide you with our outline view.

Yours sincerely,
Jayne Dyas

Asparagus Growers Association
Brassica Growers Association
British Onions
British Leafy Salad Association
Leek Growers Association

133 Eastgate
Louth
Lincs
LN11 9QG
Tel: 01507 602427.

This e-mail has been scanned for all viruses by Star. The service is powered by MessageLabs. For more information on a proactive anti-virus service working around the clock, around the globe, visit: <http://www.star.net.uk>
