

The Potato Processors' Association

Chairman
Dave Chelley

6 Catherine Street
London
WC2B 5JJ

Director General
J R Harris OBE

Tel: 020 7420 7117
Fax: 020 7836 0580

Guy Attenborough
Interim Head of Communications
AHDB
Area 2B
Nobel House
17 Smith Square
London
SW1P 3JR

24th September 2008

Dear Mr Attenborough,

Consultation on Food Supply Chain Quality Schemes and Branding

I am replying to the letter from John Bridge dated 19th September 2008 reference as above.

Rather than reply to every separate point I feel I can summarise the PPA views as stated below.

- 1) No potato levy should be spent to promote the Red Tractor brand. We understand that this is also the view of the Potato Council Ltd i.e. they also do not support any potato levy being spent to promote the Red Tractor brand.
- 2) With regard to other sectors it is up to them to decide how best they spend their levy money.
- 3) The potato is promoted by the Potato Council Limited by stressing its nutritional and health qualities. I do not see how a quality scheme would fit in to our industry. Each part of our industry promotes its own particular products, its own particular brand where appropriate.

I hope the above gives you the information you require. Should you require any additional information please feel free to contact me. If appropriate I would be very happy to call and see you on one of my visits to London.

Kind regards

Richard Harris
PPA Director General