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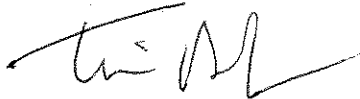
Gut Attenborough  
Interim Head of Communications  
AHDB  
Area 2B  
Nobel House  
17 Smith Square  
London  
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Dear Guy

Re: Consultation on food supply chain quality schemes and branding

SFQC is a food certification body involved in some of the above schemes. As such we would like to take part in the consultation process. Please find attached SFQC's response attached to this letter.

Kind regards



Tim Bailey  
SFQC Chief Executive

20. Some AHDB sector organisations may want to invest significant sums behind a differentiation strategy while others may have more modest objectives for particular products or market segments. If financially supported, the combined spend should deliver more critical mass and a more integrated and coherent message for AHDB products across sectors.
21. An implicit understanding though is that if levy investment in a scheme is supported, part of it will need to be an underpinning investment of approximately £0.5m per annum to promote its uptake, police its use and build consumer awareness.

#### Question 1

Should AHDB invest levy payers money to promote the quality and standards of its sectors products? **YES**

#### Question 2

Does there need to be a rationalisation of existing quality marks? **NO**

#### Question 3

Should AHDB invest levy funds to promote uptake within the industry, police the proper use of a mark and build consumer awareness about the quality and standards of all sector products? (The cost of this is estimated to be about £0.5m. per annum to AHDB and would be apportioned back to AHDB sector organisations). **NO**

#### 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 standards in the beef and sheep sector into the RTL scheme? (Note: pig sector standards already integrated)

Question 5


In your sector, which products or market segments do you believe would most benefit from the promotion of quality characteristics (either general quality characteristics common to your sector and other sectors or ones specific to your sector)? Would you support levy payers' money being invested in this promotion? *N/A*

Question 6

If in your view, no products in your sector would benefit from promoting such a scheme (beyond a baseline investment outlined in paragraph 21), would you accept other AHDB sectors working together at a sector level on such a scheme through AHDB? *POSSIBLY*

Question 7

Do you support levy-funded investment even though this will mean that EU guidelines for promotion would need to be observed by all parties participating in the scheme throughout the supply chain even where private funds were invested? *NO*

  
Tim BAILEY