

**From:** [Douglas Morrison](#)  
**To:** [guy.attenborough@ahdb.org.uk](mailto:guy.attenborough@ahdb.org.uk)  
**Cc:** ["Gary Stoddart"](#)  
**Subject:** Consultation Response  
**Date:** 31 October 2008 09:22:16

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Good morning Guy, as chairman of SQC, I am responding on behalf of the organisation. I regret I have to start by reporting that the Board of SQC asked me to relay to you their disappointment that SQC was not included in list of those to whom the consultation was sent. Apart from the direct interest as a National Quality Assurance Scheme, all of the Board members are either levy payers or represent companies who are levy payers.

This consultation was considered at the recent Board meeting and the views are expressed below.

For your records Gary Stoddart, is the scheme manager, the address is:  
SQC, Royal Highland Centre 10<sup>th</sup> Avenue, Ingliston, Edinburgh EH28 8NF. Tel 01313356629

Best regards Douglas Morrison Chairman.

Q1 Should AHDB invest levy payers money to promote the quality and standards of it's sectors products?

**In general terms yes, but as far as cereals and oilseeds are concerned in Scotland there is limited enthusiasm for any additional expenditure to that already outlined in the HGCA Ltd current business plan. This expenditure is, in most cases unique to the cereals and oilseeds sectors and is targeted. There may well be a case for joint sector approach to communication of nutritional information.**

Q2 Does there need to be a rationalisation of existing quality marks?

**Not for cereals and oilseeds.**

Q3 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 current RTL scheme seems to work well enough for cereals and oilseeds and there is no requirement for further funds or additional activities as proposed.**

Q4 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 the existing standards in the beef and sheep sector into the RTL scheme?

**The view of the Board of SQC is that there is no need for further investment as far as cereals and oilseeds are concerned and it is not for us to comment on beef and sheep matters.**

Q5 In your sector, which products or market segments do you believe would most benefit from the promotion of quality characteristics?  
Would you support levy payers' money being invested in this promotion?

**Generic advertising in the cereal and oilseeds market by a levy body is not seen as an effective use of levy payers' funds.**

Q6 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 sectors of AHDB working together at a sector level on such a scheme through AHDB?

**There would be no concerns if sectors other than cereals and oilseeds worked together on any scheme through AHDB so long as the funding was provided by these sectors and not by those not involved.**

Q7 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?

**An added complication for promotion which is partly commercial and partly public. However, for cereals and oilseeds, there is no need for levy funded investment to undertake promotion, and any State Aids Notification to the EU including all parties in the supply chain, should therefore exclude the combinable crops sector.**

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