

From: [Colin Smith](#)
To: [Guy Attenborough](#)
Subject: FW: Red Tractor Assurance: AHDB Consultation
Date: 05 November 2008 19:53:41

Guy, This came to me for some reason rather than direct to you.
Regards, Colin

-----Original Message-----

From: Philpott, Sian [<mailto:sian.philpott@uk.tesco.com>]
Sent: 05 November 2008 00:55
To: cdsmith@btinternet.com; mwilliam@assuredfoodstandards.com
Cc: Kynoch, Liz; Burns, Stan
Subject: FW: Red Tractor Assurance: AHDB Consultation

At Tesco we have been a consistent supporter of the Red Tractor Logo since its introduction, with the logo appearing on every pack in the business that complies with the assurance standard. We fully support the scheme and understand that it is one of the most recognisable logos out there. The British flag incorporated into the logo also helps to reinforce the message about British origin to the consumer.

The duplication of quality marks has led to some confusion and we support one logo to provide customers with clarity and trust. Where multiple logos are used we believe the understanding of them is diluted for the customer. Multiple logos on pack can also make the labels look cluttered and unclear for customers.

We believe industry levy money is important to enable the communication of the meaning of the logo, scheme and the standards to customers. Where customers are increasingly concerned with welfare and standards this will become more important to reassure them over the coming years.

Kind regards
Sian Philpott
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