

From: Duncan.Sinclair@johnlewis.co.uk
To: Guy.Attenborough
Subject: Re: AHDB Consultation on
Date: 31 October 2008 11:57:07

Guy

Please find below our response to the questions posed.

Q1 Yes, AHDB should invest levy payers money to promote the quality and standards of its sector products so that consumers can better understand what it is that is different about the standards underpinning the product.

Q2. As part of a major internal project we have recently carried out a significant amount of consumer research with our customers on the topic of labels and logos. The clear response we have had is that there are too many logos and the level of unprompted recognition is generally low, it is slightly higher when customers are prompted. Our brand is the dominating factor which our customers are looking for and we have used the RTL consistently across many of our product ranges. Consequently, as a business, we have chosen not to use the QSM promoted by Eblex and BPEX.

Q3. There is a need for customers to better understand what the RTL stands for and represents. AHDB is in a prime position to co-ordinate and fund such activity and at the same time ensure a consistent approach is taken across a wide range of sectors and that the promotional activity generates the best return. Even in the absence of such a development, it is important that the standards which are in use are properly policed. With greater uptake of the scheme generally across industry, we believe that this is an area which will need to be better resourced in future to provide the reassurance to consumers that the farm assessments which are undertaken are being conducted on a consistent and fair basis.

Q4.

a. It would be costly exercise to create a new scheme when there is already a significant amount of use and support for the existing scheme.

b. & c. We would support the proposed integration path for beef and sheep to ensure that all the product categories come under the same umbrella. This would strengthen the proposition for consumers while delivering efficiencies and cost savings to industry at a time when all forms of unnecessary cost needs to be avoided.

Q5 & Q6 In the initial phase the emphasis ought to be on raising consumer awareness and understanding of the scheme rather than focussing on specific products and market segments.

I hope you find these comments of some value to your discussions.

yours sincerely

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