

From: Walterpennysimon@aol.com
To: [Guy Attenborough](#)
Subject: consultation
Date: 23 October 2008 17:56:51

Dear Sir,

Q 1 Yes I believe they should and should be the most cost effective way.

Q 2 Yes I believe there should. Consumers like simple clear messages. More logos, more confusion, less value for money spent developing/ promoting them.

Q 3 Yes they should.

Q 4 (c) Integrate them all into RTL. If pigs can be in then so can sheep and beef.

Q 5 I believe generic fresh produce should be promoted. Leave brands to support themselves and I would support levy payers money being invested.

Q 6 If my sector doesn't support Q 5 then yes to this one.

Q 7 Yes.

Thank you

Walter Simon
Potato grower and levy payer

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