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Dear Sirs

Clearer Food Labelling

As the Secretary of State pointed out in his January speech at the Oxford Farming Conference, European regulations allow a pork pie processed in Britain from Danish pork to be legitimately labelled as a British pie. There seems to be widespread consensus that this is nonsense and needs to change.

I see from the January press release on the issue, that the Secretary of State was planning to meet food industry representatives to encourage them to get ahead on labelling, by voluntarily introducing new standards.

At Abel & Cole we deliver organic and ethically sourced food to about 60,000 households and we are launching our own campaign on this issue. We have extensive support from our network of British farmers and our customers.

I would very much appreciate the opportunity to meet with Mr Benn or a DEFRA representative to hear how these food industry meetings have been progressing. Clearly it may take some time to get the EU rules changed, so anything we can do to put pressure on the big supermarkets to help consumers make informed decisions must be pursued in the meantime.

It is up to the food industry to make the changes, and they will only do so with government pressure.

I look forward to hearing from you.

Yours sincerely,

Keith Abel