



When is British not British?

Dear

Clearer Food Labelling

I am writing to show my support for the Abel & Cole campaign in support of clearer food labelling. As the Secretary of State for Environment, Food and Rural Affairs 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; would you not agree?

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. I am eager to hear of the progress achieved by such meetings.

Consumers should be given clear and honest information regarding the country of origin of the meat they purchase, particularly as animal welfare standards in some countries can often fall short of UK standards.

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

In addition, I would like to encourage you, if you haven't already, to join the current 159 (as of 24/03/09) signatories of the EDM 581, regarding chicken welfare and labelling.

I look forward to hearing from you.

Yours sincerely,