



Department
for Environment
Food & Rural Affairs

Consultation on the abolition of Food from Britain (FFB)

Summary of responses and Government response

March 2014

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1. Introduction

A joint public consultation on the Government's proposal to abolish Food from Britain was launched by Defra and the Devolved Administrations on 19 September 2013 for a period of 6 weeks. It closed on 31 October 2013. The consultation was publically accessible through the www.gov.uk website where respondents were directed to an online questionnaire. Over 80 selected consultees were directly invited to respond, including commercial food and drink enterprises, trade associations, levy boards, consultancies, regional food groups, Government departments and National Governments. The consultation paper explained there were two options under consideration; 1) to do nothing or 2) to abolish FFB in law (the Government's preferred option).

2. Consultation questions

The consultation asked three questions:

1: Do you support the Government's preferred option to repeal the Agricultural Marketing Act and abolish FFB in law?

2: If you do not support the Government's preferred option, what is your rationale for retaining the Agricultural Marketing Act?

3: Do you have any additional points you would wish Ministers to consider before making their final decision?

A total of 8 responses were received, of which 5 were submitted via the online questionnaire and 3 directly to the consultation mailbox. Four respondents said they supported the government's preferred option, one was opposed, and two did not provide a clear view either way. One anonymous respondent did not want their response made public.

3. Summary of responses

A summary of the responses is given in the table below:

Organisation	Do you support the Government's preferred option to abolish FFB in law?	If you do not support the Government's preferred option, what is your rationale for retaining the Agricultural Marketing Act?	Do you have any additional points you would wish Ministers to consider before making their final decision
The Wine and Spirit Trade Association	Yes		Abolition would appear to be sensible.
Walkers Shortbread Limited	No explicit view expressed		Recommend the FFB brand name is retained by Government, in case

			<p>FFB is resurrected in the future and to prevent it being used by a commercial body.</p> <p>FFB hugely beneficial organisation. Inconceivable that [in 2009] the government could not sustain the modest contribution to retain FFB, especially when considering the [significantly greater] support devoted to export promotion by the French and German Governments.</p>
Tate & Lyle Sugars	No strong views either way.		No comments.
Individual response	No	The Union flag should be allowed on British meat products.	[Comments out of scope of the consultation].
Food and Drink Federation	Yes		<p>FFB played a valuable role in supporting exporters but this support was not adequately replaced. The lack of export support from organisations and Government in recent years has left businesses unaware of the opportunities overseas.</p> <p>However, strong progress made over the last year with FDF, Defra and UKTI working closely together to inspire businesses to begin exporting. Must now step up our efforts under the new UK Food and Drink Action Plan to inspire businesses to begin exporting and to export more.</p>
Individual response	Yes		No comments
Northern Ireland Food and Drink Association	Yes		No comments

4. The Government response

The UK Government and Devolved Administrations have carefully considered the responses to the consultation exercise. They welcome the fact that the majority of those who responded are in favour of the abolition of Food from Britain.

The UK Government and Devolved Administrations in Scotland, Wales and Northern Ireland are currently working closely with industry to help UK food and drink businesses. There is a real commitment to ensure that UK food and drink companies are able to make the most of export opportunities and maximise their share of global markets. This is reflected in the recently revised Food and Drink Exports Action Plan (see: <https://www.gov.uk/government/publications/uk-food-and-drink-international-action-plan>). Each region also has its own specifically tailored plans with this aim in view.

The Government has concluded it will, at an early opportunity, lay before Parliament a draft Order under the Public Bodies Act to abolish Food from Britain.