

From: [REDACTED]
Sent: 04 September 2013 12:25
To: [REDACTED] (DEFRA)
Subject: FW: DH comment from Krebs letter -BBC online

Hi [REDACTED],

The story you are referring to is more than a week old so we won't be adding anything to it as it's part of the archive now.

I'm not 100% sure what point you're making, either. We clearly say in the piece the aims of the cull and I think David Heath's comments are very much in context. He also does not make the sole suggestion in the quote that the exercise is a statistical one but also says it is to test how humane the controlled shooting cull is. I don't think anybody would assume, having read the full article, that this is a statistical exercise.

On another point – the badger stories are mostly being written by my team in the West of England so if you do have further queries please do get in touch with me directly or call the Online newsdesk. Numbers below.

Cheers,

[REDACTED]

[REDACTED]

Senior Broadcast Journalist

BBC News website – West of England

www.bbc.co.uk/news/england

My direct line: [REDACTED]

Online news desk: 0117 974 7747

From: [REDACTED] (DEFRA) [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: 04 September 2013 11:55
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: DH comment from Krebs letter -BBC online

Hello [REDACTED],

Your colleague [REDACTED] passed your details on to me. My name is [REDACTED] from the Defra press office.

Just wanted to discuss the final paragraph of the following article on the BBC England page regarding the badger cull?

It states:

Farming Minister David Heath admitted in correspondence with Lord Krebs that the cull would "not be able to statistically determine either the effectiveness (in terms of badgers removed) or humaneness of controlled shooting".

Full article here: <http://www.bbc.co.uk/news/uk-england-23845851>

Without the context of the letter in the article, I just wanted to flag up that readers may assume that the pilot cull objective is to gather statistical information that can be replicated which is not the case. The purpose of the pilots are to test if the method of controlled shooting by marksmen is safe, humane and effective at removing enough badgers to have a long term impact on the levels of bTB.

In the interests of accuracy it is possible to put this in to context it would be greatly appreciated.

We also have the following statement to add if possible:

A Defra spokesperson said:

'The independent expert panel are satisfied that the monitoring of the culls will provide robust data that will enable a full assessment of humaneness and effectiveness of the pilots.'

Happy to discuss, I am working remotely today so my mobile is the best number to call – [REDACTED]

Many thanks,

[REDACTED]

[REDACTED] | Press Officer | Communications Group | **Department for Environment, Food and Rural Affairs**

Direct line: [REDACTED] | Out of hours: [REDACTED] | Email: [REDACTED] | Address: Nobel House, 17 Smith Square, London SW1P 3JR

Department for Environment, Food and Rural Affairs (Defra)

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