

letters

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Agriculture must have proactive PR

Sir, While I agree with the argument put forward by John Allen who questioned the credibility of WSPA's position on 'megadairies' (Letters, 17 September, p22), I feel compelled to ask the question 'Is it not time that UK agriculture started to take a more proactive stance, positioning new technologies and concepts in a way that demonstrates a real benefit to the consumer and society at large?'

The simple fact is that in order to

LETTER OF THE WEEK

FareShare helps cut food waste



● Sir, I wanted to thank The Grocer for an article it published months ago ('Festive food pallets soar at FareShare', 22 January, p8) about food donations to FareShare. It helped us achieve our target of zero wastage for our new smoothie brand, Frumoo, at the same time as allowing us the opportunity to give something back to the community. As a new drinks brand we were

in our case, but for whatever reason surplus goes on hold and unsold. Why let it go to waste and landfill when, with some forward planning and engagement with the various charities geared up to take on food surplus, we can redirect perfectly viable products to people who would reap great benefit from them.

Your article led directly to donations from The Milk & Fruit Co, which makes our Frumoo Smoothies,

up the fight against more fashionable alternatives like camomile tea instead of fighting their ground. If they're to concede sleep as their killer app, 'a nourishing beverage to enjoy at any time' doesn't do it really, does it?

Richard Williams, chairman, Williams Murray Hamm

Stop the organic scaremongering

Sir, Call me biased, but when I read such outlandish and ridiculous claims as in the letter 'Put science back into farm policy' (Letters, 10 September, p22), I want to know more about the claimant.

Turns out the CPA "represents members engaged in the manufacture, formulation and supply of crop protection products for use in agriculture", in other words what I can only assume is a lobbying organisation of chem-agro businesses - i.e. businesses selling chemicals to the agriculture businesses. Or in other words completely against what organic stands for.

Full disclosure: I founded and run Honeyrose Bakery and we proudly bake organic, as well as conventional (non-organic).

The truth is the organic movement has zilch pull with the UK government, shown by the dismal take-up and support of organic food by the government. Compare that to just about any of the other progressive EU governments - Benelux, Germany, Scandinavia, France, Italy - and the UK is behind in government support of organic. So CPA please treat us as grown-ups and stop with the scaremongering and bending the truth.

Lise Madsen, MD & founder, Honeyrose Bakery

Honeyrose

organic handbaking

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Le products alone!

Sir, First, Heinz moves production to the Netherlands, the acidity drops in the product, then it takes out the flavour via salt reduction and moves it again to Spain ('Messing with a classic brand can leave a bitter aftertaste', 17 September, p14). Next stop Guantánamo Bay where it will be

recipe (awful) how to all corners of the world to adorn the side of his breakfast plate. The Yanks killed off the pancake for breakfast when corn-fuelled syrup breakfast slop replaced the proper maple stuff. Personally, I am going to start buying up stocks of Lea & Perrins before the little Heinz men get their test tubes on it.

Simon Dunn, founder and director, Product Chain

The one thing that differentiates Horlicks from all other drinks is the simple brand truth that it helps you get a decent night's sleep - something we all need and none of us get enough of.

Most brand owners would kill for this kind of clarity, so what in heaven's name has possessed the brand team to let this go?

It looks as though they've given

FROM THEGROCER.CO.UK

FIVE MOST READ

1. Tesco gears up for massive new pricing offensive
2. New Sainsbury's slogan tells shoppers to Live Well For Less
3. 'Obesity is the new smallpox': Lansley's global rallying cry
4. Web stalling cost Morrisons £300m, claims study
5. Five years on, Tyrrells ends that Tesco spat

YOUR COMMENTS

"I hope the shoppers complaining about Morrisons sourcing apples from China take the appropriate action and buy directly from local growers"
Anon

LAST WEEK'S POLL

Sainsbury's new slogan was "12 months in the making", but what does 'Live Well For Less' say to you?

'Quality and value'? A move downmarket? Or that 12 months' planning wasn't enough?

VALUE **35%** DOWNMARKET **35%** NOT ENOUGH **30%**

THIS WEEK'S POLL

Tesco is reportedly poised to spark a new pricing war.

Who would be hardest hit by a new push on price?

- Asda
- Sainsbury's
- Poor old Ocado