



**CROFTERS COMMISSION**

UGHDARRAS NAN CROITEARAN

Direct: 01463 663420

E-mail: David.MacLeod@crofterscommission.org.uk

Country of Origin Consultation  
Mail Point R259  
Pentland House  
47 Robbs Loan  
Edinburgh  
EH14 1TY

9 March 2006

Dear Sirs

**Consultation paper: Country of Origin of Beef in the Food Service Sector**

Thank you for the opportunity to respond to this consultation paper and apologies for the late submission of our comments.

**In summary we strongly support the proposal by the Scottish Executive to require the food service sector in Scotland to actively inform customers of the country of origin of beef served. Where beef is of UK origin we also strongly support the recommendation that information stating the beef is Scotch or Scottish is made available to the customer and that this is mandatory not voluntary.**

It is our view that this proposal will strengthen the Scottish beef industry and benefit producers in the Highlands and Islands where a significant proportion of Scotch beef is sourced. This sector of the industry is presently vulnerable following changes in the support mechanisms and it is vital to the economy, land management and sustainability of the rural areas in the Highlands and Islands that an active beef-producing sector remains.

Customers will also welcome the proposal (as shown in paragraph 3.5) and gain from it, in that visitors to hotels, restaurants, cafes, bed and breakfasts etc will crucially be able to recognise, and hopefully select, outlets serving Scotch beef. This will add to the appeal of areas such as the Highlands and Islands where many visitors expect to experience local culture of which food is a vital part.

We also note that there will be little additional burden to the food service sector in so far as this information is already available from the retailer and it is simply a matter of ensuring this is passed on to the customer. As this information must be available at retail outlets it seems unfair not to then allow the end consumer to view the origin of their beef and make a more informed choice.

Yours sincerely

PP  
Davie MacLeod  
Head of Development  
Crofters Commission

Castle Wynd Inverness IV2 3EQ  
T (01463) 663450 F (01463) 711820  
[www.crofterscommission.org.uk](http://www.crofterscommission.org.uk)

## COUNTRY OF ORIGIN OF BEEF IN THE FOOD SERVICE SECTOR

## RESPONDEE INFORMATION FORM

Please complete the details below and attach it with your response. This will help ensure we handle your response appropriately:

Name:

Postal Address:

Consultation title: **Country of Origin of Beef in the Food Service Sector**

1. Are you responding as: (please tick one box)

- (a) an individual  (go to 2a/b)  
 (b) on behalf of a group or organisation  (go to 2c)

## 2a. INDIVIDUALS:

Do you agree to your response being made available to the public (in SE library and/or on SE website)?

- Yes (go to 2b below)   
 No, not at all

2b. Where *confidentiality is not requested*, we will make your response available to the public on the following basis (**please tick one** of the following boxes)

- Yes, make my response, name and address all available   
 Yes, make my response available, but not my name or address   
 Yes, make my response and name available, but not my address

## 2c ON BEHALF OF GROUPS OR ORGANISATIONS:

Your name and address as respondees *will be* made available to the public (in the SE library and/or on SE website). Are you content for your response to be made available also?

- Yes   
 No

## SHARING RESPONSES/FUTURE ENGAGEMENT

3. We will share your response internally with other SE policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for the Scottish Executive to contact you again in the future in relation to this consultation response?

- Yes  No