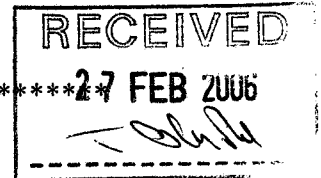


Clarke A (Tony)

From: Melanie Ramsay [melanie.ramsay@visitscotland.com]
Sent: 27 February 2006 11:14
To: Country of Origin of Beef
Subject: Country of Origin of Bef in the food service sector consultation submission

This email has been received from an external party and has been swept for the presence of computer viruses.



Good Morning

Please find attached VisitScotland's comments on the above consultation.

Kind regards

Melanie Ramsay
VisitScotland
Corporate Affairs

PLEASE NOTE: THE ABOVE MESSAGE WAS RECEIVED FROM THE INTERNET.

On entering the GSi, this email was scanned for viruses by the Government Secure Intranet (GSI) virus scanning service supplied exclusively by Cable & Wireless in partnership with MessageLabs.

Please see <http://www.gsi.gov.uk/main/notices/information/gsi-003-2002.pdf> for further details.

In case of problems, please call your organisational IT helpdesk

27 February 2006

Agriculture Policy Division
Environment and Rural Affairs Department
Country of Origin Consultation
Pentland House
47 Robb's Loan
Edinburgh
EH14 1TY

Dear Sir/Madam

Country of Origin of Beef in the Food Service Sector

I am writing to you regarding VisitScotland's response to the above consultation. While we understand the motivation behind the proposal, we do not believe that there is sufficient merit to justify it. Please see our comments below on the questions contained in the paper.

On the first point of customer confusion/lack of consistency, as the proposal relates only to beef there may be a lack of understanding amongst consumers as to why beef has been treated in this way and not other food sources such as salmon and chicken.

On the second point of lack of evidence for consumer demand, as outlined in the consultation document we do not have any evidence that there is consumer demand for this proposal. The issues that have a direct impact on a customer are the freshness of the food, standard of service and hygiene standards. This proposal will not have a direct impact on the customer experience in these key areas.

On the third point of lack of industry support, discussions with industry representative bodies have indicated little support exists for the introduction of the measure. It is viewed as illogical, lacking in consistency and these bodies have questioned consumer demand.

On the fourth point of enforcement, we do not see any role for us in enforcing the requirements should they be introduced.

Lastly regarding the impact on business, the requirement will place an additional requirement on tourism and hospitality businesses without any clear benefits.

I appreciate you taking these comments into consideration.

Yours sincerely

COUNTRY OF ORIGIN OF BEEF IN THE FOOD SERVICE RESPONDEE INFORMATION FORM

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

Name: *VisitScotland*

Postal Address: *Dean Point One, 94 Dean Drive, Edinburgh, EH6 6JH*

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

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

- (a) an individual
- (b) on behalf of a group or organisation

- (go to 2a/b)
- (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 respondents 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