

Submission from PIGSPEC

Grocery Inquiry Competition Commission

At the Norwich branch of Makro*, the international cash and carry outlet, I believe that suppliers of Assured British Quality Pork and those buying it are being seriously misled. Throughout the whole of the fresh pigmeat butchery section, shelf 'barkers' are adorned with sticker tape advertising featuring Assured British Quality Pork. The area allotted to British Quality Assured Pork labelled with the official 'mark of distinction' is minimal. There is however, an abundance of pork from unspecified countries sitting behind the 'catch-all' shelf barkers. Suppliers are therefore being burdened with the extra cost of accreditation and customers are being led to believe that all Makro pigmeat is British Quality Assured. This is unfair to both suppliers and customers.

Paul Smith

Independent Consultant to the Pig Industry

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* Makro
Broadland Business Park
Cranley Road
Norwich
NR7 QWE