

J.C.C. - London, 11th November, 1985.

Variety marketing was again brought up by retailers and meeting felt that shopkeepers could do a lot to help by marking varieties in free flow.

PMB advertising - merchants and wholesalers felt that if PMB could give them material then they would distribute saving Board high postage costs and it would also make traders more aware of any special area advertising e.g. - recent PMB campaign in Midlands, retailers emphasising adequate storage, sheeting of lorries etc. to avoid chilling. They wanted future granting of licenses to be tied into inspection of merchant's stores to see if they had adequate good storage. Pointed out to them that 60% of merchants don't have stores and markets are the worst places for adequate storage, with potatoes lying unprotected for perhaps up to one week.

Crop reports - 159,732 hectares cleared up to end of last week, 3,000 hectares left to lift at end of last week.

80,000 tonnes plus cleared under D.I.S.

PMB November/December contracts - They felt that no matter what they did they would be wrong. They estimate (and supported by the majority of members) that any surplus was between 125,000 and 200,000 tonnes. Members felt they should come in and take off November/December contracts (105,000^{tonnes}) and help get rid of samples that would not keep until the spring especially in Scotland. SPTA felt strongly that the government had promised aid to Scotland and this was an ideal way through the PMB scheme to help livestock producers with perhaps subsidised haulage and in doing so would also help the arable sector with removing some of the samples that perhaps wouldn't keep. PMB to take all this to executive tomorrow. Very full discussion over special arrangements for 20,000 tonnes to be made available to processors with Harris giving us what can only be described as a "finest hour" speech about how much business was being lost to the Dutch and if this continued then the British producer would suffer with less acreage being needed, less seed etc. There can be no doubt that his argument is sound, however we felt that private enterprises had to stand on their own feet and why should McCains get special treatment because they were being disadvantaged and even if this is the case why could they not do it through normal trading channels - conclusion:- It would appear Ministry with MFU support are adamant that help is required if we are to save our processing (chip) industry, and no matter how much we were to object, it would appear that it would be to no effect.

PMB reckon 800 hectares approximately in Scotland lost to flooding. Export development committee amalgamation with JCC. SPTA were lone voice with all other members willing to give it a trial for twelve months. We reluctantly agreed providing it was minuted that it would be on a trial basis.

* Copies of letters re Export development, I feel should be copied to council, also arrangements of meeting for 1986 *