From: Chris Young

Sent: 05 June 2019 14:17

To: info@craftbakersassociation.co.uk <info@craftbakersassociation.co.uk>

Subject: Working together and concerns over forthcoming CBA event

Dear Colin,

I hope that you are well.

Though, sadly, I missed the opportunity to chat with you last night at the National Bakery Awards, I did pick up the June issue of Bakers’ Review. The promise of the sourdough headline on the cover quickly led to disappointment when I read the full page advertisement for the CBA and Bakels’ ‘Ideas on Artisan and Sour Dough [sic.] Breads’ half-day event on 19 June.

Judging by the listed itinerary, the part of the day that appears to be dedicated to sourdough is a 1.5 hour demonstration that seems to me to be in fact more of promotion for Bakels’ concentrates. Why is the CBA, an organisation that promotes the craft of baking, so much so that it changed its named to include the term, running an event that apparently undermines that craft?

Surely the CBA should be working to build the craft skills and knowledge of bakers, not run a promotional event for a company that profits from them by selling additives that do nothing to support such improvements? Worse still, we believe that such companies might actually encourage bakery owners into what we see as misleading their customers by marketing loaves using terms such as ‘artisan’ and ‘sourdough’ when in fact they are made with time-saving packet mixes containing additives that have no place in artisan baking or any form of sourdough making.

Where is the integrity in a baker marketing loaves as sourdough and/or artisan bread, when they are made using (legally) undeclared dried sourdough powder (which offers none of the known or potential benefits of sourdough fermentation) and/or additives that we believe no true artisan baker would need or want to touch?

Repeating what I have said to various members of CBA (and previously NAMB) management over the past decade, the Real Bread Campaign and CBA share many interests and values. There are a number of our supporters who are also your members. As such, we are still keen to explore how our two organisations could work together on issues and areas of shared interest and, where one organisation is not so strong on a particular issue/area, signpost people to the other.

As I see it, the only issue that separates the two organisations is attitude towards additives. While that difference is something that we should keep discussing, let’s not continue to allow it to keep us at arm’s length

I look forward to your thoughts on the event and on working together.

Kind regards,

Chris Young

Coordinator