

GF/kd

12th June 2019

Mr C Young
The Real Bread Campaign
c/o Sustain
The Green House
244 – 254 Cambridge Heath Road
LONDON E2 9DA

Dear Chris,

We are in receipt of your communication regarding concerns over a forthcoming CBA member event.

We need to draw your attention to the fact that our membership consists of bakers who represent a cross section of our industry, not just making bread, but also cakes, morning goods, doughnuts and carriers for take-away. We are not in the privileged position that we can pander to the purists.

Not all commercial operations lend themselves to be able to produce sourdough in the manner that you refer.

You must be aware that sourdough development by many European companies has been carried out over the last 100 years and powder or liquids have been developed and improved over this period, the CBA's role is not to dictate to its membership which methods of production it should use.

Far be it for the CBA to turn down an offer from one of its Industry Supporters to facilitate an event at its premises on behalf of our members, especially given the interest shown in this event with over 60 attendees.

We cannot ignore that level of interest or afford to be discriminatory to our membership.

As the bakery trade association in England and Wales, we are happy to work more closely with you, however, you must understand we represent the craft baking industry, not just one narrow, but nevertheless, important sector.

The CBA's next board meeting is to be held on 24th July at our offices in Ware, you are more than welcome to attend and discuss the matter with our board, if you so wish.

Yours sincerely



George Fuller
Chairman



SUPPORTING CRAFT AND ARTISAN BAKERS