



AFSB Support Branch
Room 654, Dundonald House
Upper Newtownards Road
Belfast
BT4 3SB
Tel: 028 90524517
info@agrifoodstrategyboard.org.uk

Dear Colleague

CALL FOR EVIDENCE - DEVELOPMENT OF A STRATEGIC PLAN FOR THE AGRIFOOD SECTOR

The Minister of Agriculture and Rural Development and the Minister of Enterprise, Trade and Investment have appointed an Agri-Food Strategy Board (AFSB) to develop a long term Strategic Plan for the agri-food sector.

The development of the strategic plan is an important part of the Executive's Programme for Government. I, and my fellow Board Members, wish to ensure that the views of all stakeholders are considered, not only in the development of the Strategic Plan, but also on its implementation.

Call for Evidence

It is important that the Strategic Plan is action based and addresses the challenges and opportunities facing the sector. I am therefore writing to invite you to submit evidence to the AFSB as part of a 'Call for Evidence' which has been launched by the Board.

The Call for Evidence documents can be downloaded from the DARD, DETI and Invest NI websites via the links below:

DARD LINK: [http://www.dardni.gov.uk/index/Agri-Food Strategy Board Call for Evidence.doc](http://www.dardni.gov.uk/index/Agri-Food%20Strategy%20Board%20Call%20for%20Evidence.doc)

DETI LINK: <http://www.detini.gov.uk/index/agrifoodstrategyboardcallforevidence.htm>.

INVEST NI LINK: <http://www.investni.com/agri>

If you prefer, you can also respond to the Call for Evidence online at:

LINKEDIN LINK: <http://uk.linkedin.com/>

The Call for Evidence has been issued directly to major stakeholders involved in the agri-food sector in Northern Ireland. Where appropriate, I would be grateful if you would circulate the Call for Evidence to your membership, or appropriate colleagues, who may also wish to respond in an individual capacity.

Please submit your response to AFSB Support Branch by **Friday 14 September 2012**, at the following address:

By email: info@agrifoodstrategyboard.org.uk

By post: AFSB Support Branch
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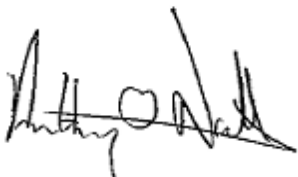
If you require a hard copy of the Call for Evidence, or if you require access to the document in a different format – e.g. Braille, disc, audio cassette, or other languages, please contact the AFSB Support Branch at Tel: 028 90524517 by email at info@agrifoodstrategyboard.org.uk and appropriate arrangements will be made as soon as possible.

Please note that, unless you specify otherwise, your response may be made public by the AFSB.

Finally, it would be helpful if you could indicate in your response a point of contact to facilitate any follow-up in relation to your submission which the Board might wish to arrange.

The Agri-Food Strategy Board looks forward to receiving your views on these important matters. Thank you in anticipation.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tony O'Neill', written over a horizontal line.

TONY O'NEILL
Chair
Agri-Food Strategy Board