

483 Green Lanes
London
N13 4BS

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Andy Bond
Chief Operating Officer
Asda
Asda House
Southbank, Great Wilson Street
Leeds
LS11 5AD

Dear Andy Bond

I see you are the winner of Britain's lowest priced supermarket award for the last ten years. It's fully deserved as my wife and I know being regular shoppers at your supermarket. And your slogan *Less for you for more* is a winner. Though I am a successful self-made IT millionaire I'm not above the good lady fitting me out in the George range of clothes for home and work. After all, it makes no difference what you're wearing when you make a hundred people redundant.

I've noticed the growth in your range of organic and GM free food. Now I'm all for charging double the price for something that's basically the same as the own brand – I do the same with my computers. And I don't have to buy it if I don't want to – so I don't – but I'm concerned the alternative might become the norm. The reason is climate change.

To my unquestioning but suspicious mind this climate change is a cooked up hysteria on a par with the latest food scare. Say nothing and the fuss will die down. But now I see the government wants to include supermarkets in Climate Change legislation, introduce the emissions trading scheme, and expect you to have food labels that show their carbon impact as you do for sugar and fat. All this smacks of interference and nothing to do with choice, low prices and high quality that have made you the great supermarket that you are.

I see that these politically correct times of ours have already stopped the endearing buttock-slap in your adverts, to be replaced by Victoria Wood making buns, and now you have this to deal with as well. Please let me know what plans you have to give lip service to the green agenda while keeping shoppers such as Mr and Mrs Shullot happy.

Good luck to you and your fine company.

Yours sincerely

Peter Shullot