

**P-04-465 Save Welsh Milk, its infrastructure & its jobs –  
Correspondence from the petitioner to the Clerking team,  
27.08.2013**

Kayleigh good afternoon

Apologies for not responding earlier – however, as may be apparent, my campaign to “Save Welsh Milk” failed to Save “Proper Welsh Milk”, which went into administration on St David’s Day last – and was then scooped up by Industry giant, Dairy Crest

Dairy Crest in April, then sadly decided that rather than have a Welshman, based in Wales to do their marketing, they would make me redundant, and move their Welsh Milk marketing to Royal Berkshire.

My conclusion is therefore, that the campaign failed. That despite the backing from a number of key Assembly members, we failed to get our message across, and as a result Welsh milk bottled in Wales is as scarce as it ever was, and the Welsh cream we had listed in Tesco, Asda & Sainsbury, has lost its place on their shelves.

In short I believe the Welsh Governments failure to seriously get behind this campaign, allowed this amazing opportunity to slip through our collective hands, ad that their Welsh Milk plan has only succeeded, because Milk prices have risen across Europe, not just here in Wales.

I look forward to the musings of the committee, and would of course be delighted to help with any further investigations they may have on the depleted milk infrastructure we now have here in Wales.

With Very kind regards

Richard Arnold  
Formally of the Proper Welsh Milk Co