

24th February 2016

Competition and Consumer Policy Section,  
Department of Jobs, Enterprise and Innovation,  
1 Earlsfort Centre,  
Lower Hatch Street  
Dublin 2, D02PW01.

Dear Mr. Grace,

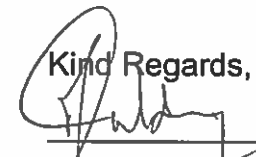
**Re: Consultation on Guidelines for Grocery Goods Regulation**

ISME, the Irish Small & Medium Enterprises Association, representing over 10,200 small and medium enterprises in Ireland, has reviewed the Grocery Goods Regulations guidelines and believes that they are generally in compliance with the Act and are a sufficient explanation of the obligations therein. The Association is satisfied that the draft guidelines provide a clear and unambiguous explanation of the new provisions in the Act and that they will be an adequate supporting document for grocery goods buyers and suppliers.

The stated aim for the guidelines to 'enable users of the regulations to have a clear idea about what is catered for in each regulation'. Our reading of the guidelines has led us to believe that they adequately cater to this aim and, thus, we have no objection or doubts in relation to their implementation.

The Association is willing to provide further comment if necessary.

Kind Regards,



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Mark Fielding  
ISME CEO