

POTATO MARKETING CORPORATION — ADVERTISING — APPROVAL

2895. Hon Ken Travers to the Minister for Agriculture and Food:

- (1) Who authorised the Potato Marketing Corporation (PMC) advertisement in *The West Australian* newspaper on 16 January 2015?
- (2) Was the Minister advised that the PMC would be running the advertisement?
- (3) If yes to (2), when and who advised the Minister?
- (4) Did the Minister approve the advertisement?
- (5) What was the Minister's understanding of the purpose of the advertisement?

Hon Ken Baston replied:

- (1) The advertisement was authorised by the Chief Executive Officer with the agreement of Board Members.
- (2) I was not formally advised that the PMC would be running the particular advertisement, as there is no requirement to do so since marketing and promotion is a function of the Corporation.
- (3)–(5) Not applicable