

# CMA negligence and coverup

**From:** Trixy Just <[Trixy.Just@cma.gov.uk](mailto:Trixy.Just@cma.gov.uk)>

**Sent:** Thursday, July 4, 2024 12:05 PM

**To:** Tom Lonsdale <[tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)>

**Subject:** RE: RE: [Official] CMA234423 Response from Competition and Markets Authority

Classification: **Official**



Dear Mr Lonsdale

Thank you for your email. We duly note your additional comments, which will also be passed to our Vets Services Market Investigation Team to consider, alongside your initial submission to us.

Thank you again for taking the time to contact us.

Kind regards

Trixy Just  
**Competition and Markets Authority**

**Trixy Just CMgr MCMI** (she/her) | Strategy, Complaints and Enquiries Manager |  
Strategy, Communications and Advocacy | Competition and Markets Authority  
The Cabot | 25 Cabot Square | London | E14 4QZ | 020 3738 6372

**Pronouns:** *I promote others' right to use their chosen pronoun, please refer to me by the ones specified.*



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**From:** Tom Lonsdale <[tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)>

**Sent:** Thursday, July 4, 2024 12:02 PM

**To:** Trixy Just <[Trixy.Just@cma.gov.uk](mailto:Trixy.Just@cma.gov.uk)>

**Subject:** RE: RE: [Official] CMA234423 Response from Competition and Markets Authority

Dear Ms Just,

Thank you for your message indicating that the CMA proposes to avoid addressing my complaint. I do, however, appreciate you forwarding my complaint to the Vet Services Market Investigation team as my complaint, and supporting information, most definitely 'informs the work they are undertaking'.

In regard to aspects of your letter I would like to make comment.

### **Nutritional value of pet foods**

Where you say: 'Your "open letter" appears to raise a number of issues relating to the nutritional value of pet foods, issues which are not within the scope of our work', I respectfully disagree.

I believe that you mischaracterise and then dismiss important information by declaring it does not fit within your guidelines.

Under [Feedback Received](#) the CMA lists 29 contributors most if not all who are involved with and/or dependent on the harming of pets with junk pet food. The CMA provides prominence, tacit recognition and thus endorsement of those 29 contributors without comment whilst simultaneously ignoring, and thus denying, evidence placed before the Authority advising of widespread alleged criminality. I acknowledge that the CMA endorsement may have been unwitting, although I reiterate that the impact of junk pet food on animals and thus consumers was twice drawn to the attention of the Authority.

Quite independent of my alerting the Authority to major alleged criminal conduct, a competent authority should have on its own initiative conducted enquiries and noted the apparent ‘regulatory capture’ and general corruption surrounding the feeding of pets ultra-processed junk. No ‘nutritional’ knowledge is necessary—just commonplace general knowledge and awareness of public disquiet expressed in print, on the internet, TV and elsewhere.

However, despite the expectation that a competent authority would conduct its own in-depth investigations and ‘connect the dots’, I nevertheless provided copious evidence of the junk pet food induced cruelty and fraud as a means to helping the Authority better understand and meet its obligations.

### **Merits of the position**

You state: ‘will **not normally engage** in further correspondence on the merits of the position we have taken.’ [**emphasis added**] Given that the CMA has adopted a position in support, whether actively or passively, of the *status quo* and the mass harming of pets, then I shall necessarily need to take the matter further. Accordingly, I offer to further brief the CMA on the egregious state of affairs. If, however, you wish to curtail discussion, please advise the appropriate agency or government department where I should direct my complaint.

### **Complaints whose only purpose**

Unfortunately, I believe that you have misinterpreted my various purposes. My complaint comprises several aspects regarding the comprehensive failure of the CMA to protect and defend British consumers.

On the evidence it appears that the CMA is willing to give credence to historical untruths, but to be sceptical and resistant to newer and better information. Under such regimen falsehoods are thereby preserved and allowed to prosper by government decree!

My complaint in large part was intended to alert the CMA about the consequences of 'regulatory capture' and that the CMA appears to be 'captured' and in the invidious position of enshrining, by default, the mass harming of animals and defrauding consumers.

### **Compliance with the law after proper public consultation**

The law as I understand it requires competent government departments to seek out and listen to credible whistleblowers who can share inner secrets of corrupt and illegal enterprises. The CMA, [despite proclamations of intent](#), has failed in this respect and in fact goes further in its dismissal of credible extensive new evidence placed at its disposal.

By any reading of the [list of named contributors](#) the CMA has mainly (perhaps only) consulted with groups that I allege are defrauding the British public. Investigative bodies, the police for instance, are expected to look beyond the self-serving statements of suspects under investigation.

On the available published evidence, the CMA made no 'proper public consultation'. Instead, it sought to reshuffle arrangements between self-interested groups that are either owned by or collude with the junk pet food makers—principally Mars Inc., Nestlé and Colgate-Palmolive—without giving proper consideration to widespread animal cruelty and consumer fraud.

I shall be pleased to answer questions and clarify any points as you may require.

Yours sincerely,

Tom Lonsdale

**From:** Trixy Just <[Trixy.Just@cma.gov.uk](mailto:Trixy.Just@cma.gov.uk)>  
**Sent:** Wednesday, July 3, 2024 8:53 AM  
**To:** Tom Lonsdale <[tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)>  
**Subject:** FW: RE: [Official] CMA234423 Response from Competition and Markets Authority

Classification: **Official**



Dear Mr Lonsdale

Thank you for your email.

I note in your initial correspondence you are attempted to raise a complaint against the CMA with regard to the execution of its functions in relation to our review of the Vet Services market (and subsequent launched Market Investigation).

Your “open letter” appears to raise a number of issues relating to the nutritional value of pet foods, issues which are not within the scope of our work. Within our published Corporate Complaints Policy we state [**emphasis added**]:

***“Complaints not warranting detailed investigation***

*Where we receive a complaint that in our view does not raise any issue that calls for investigation in depth, we will be prepared to give brief reasons for our view, but having done so will not normally engage in further correspondence on the merits of the position we have taken. This applies, for instance, to complaints whose only purpose is to convey the complainant’s objection to one of the following:*

- ***steps we have taken in compliance with a legal requirement, or with a procedure established in compliance with the law after proper public consultation***
- ***a refusal to take action where we have no power to act***

- ***a refusal to enter into correspondence about a decision not to give detailed consideration to taking action under our powers”***

The scope of the CMA’s work when we review a market, in order to assess whether to undertake a Market Study, Market Investigation or other work under our powers, are set in line with an Act of Parliament (in this case, the Enterprise Act 2014) and cannot be challenged via our Corporate Complaints Procedure.

That being said, I have passed a copy of your open letter to our Vet Services Market Investigation team, in the event it informs the work they are undertaking.

Thank you again for contacting us.

Kind regards

Trixy Just  
**Competition and Markets Authority**

**Trixy Just CMgr MCMI** (she/her) | Strategy, Complaints and Enquiries Manager | Strategy, Communications and Advocacy | Competition and Markets Authority

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----- Original Message -----

**From:** Tom Lonsdale <[tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)>;  
**Received:** Sat Jun 29 2024 17:02:43 GMT+0100 (British Summer Time)  
**To:** General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>; General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>;  
**Subject:** RE: [Official] CMA234423 Response from Competition and Markets Authority

Dear Ms Sampson,

Thank you for your message.

Please note that I previously made an [online submission to the prior consultation](#) before the 11<sup>th</sup> April 2024 closing date. On 17 September 2023 I lodged a Whistleblower complaint with the CMA at two separate addresses: [whistleblower@cma.gov.uk](mailto:whistleblower@cma.gov.uk); [general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk). I received a response: 'If you have provided your contact details, a member of our Specialist Intelligence Unit will contact you to discuss the matter raised in your email and the next steps.' However, no one contacted me.

My June 27<sup>th</sup> 2024 email below was addressed to the Complaints Manager and it was my expectation that the email message and attachments would be received as a multipart 'complaint' and acted upon according to your [published policy](#).

Whilst I am pleased that the investigation team has now been further informed of serious allegations against the pet food industry/veterinary/animal welfare alliance, I nevertheless ask you to refer my complaint to a more senior official as per Stage Two at: <https://www.gov.uk/government/publications/competition-and-markets-authority-cma-complaints-policy/cma-complaints-policy>

Thanking you in advance.

Your sincerely,

Tom Lonsdale

**From:** General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>

**Sent:** Friday, June 28, 2024 12:14 PM

**To:** Tom Lonsdale <[tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)>

**Subject:** [Official] CMA234423 Response from Competition and Markets Authority

Classification: **Official**



**Our ref:** CMA234423

Dear Mr Lonsdale

Thank you for getting in touch about our review into the veterinary services market for household pets.

### **What happens next?**

The CMA held a consultation on whether to make a market investigation reference (MIR) into the supply of veterinary services (vet services) including the supply of prescribed veterinary medicines for household pets in the United Kingdom. This consultation closed at 5pm on 11 April 2024.

The CMA board has taken the decision to make a market investigation reference on veterinary services market for household pets in the United Kingdom.

In a market investigation, a Market Reference Group is the independent panel that is required to decide whether there is a prevention, restriction, or distortion of competition. The phases of a market investigation are subject to statutory time limits. The CMA must generally conclude a MIR in 18 months and implement remedies in six months. You can visit our [case page](#) for further information and to read the latest updates.

Please note, we are unable to provide any information beyond what is shared on our case page.

### **Can I get an update on what is happening with my information?**

We have sent your correspondence to the investigation team which will review the information you have provided and consider it in relation to the work it is doing. However, we cannot normally comment on the investigation beyond what has been said in our public statements on our website. We are unable to provide individual responses or updates and can offer no guarantee as to where or how your information may be used.



You can subscribe to [email alerts](#) which will inform you when new information has been added to this case page.

We may wish to get in touch with you if we need more information, but we hope you understand, we cannot engage in further correspondence with everyone who contacts us.

Thank you again for contacting us.

Yours sincerely

**Carol Sampson** (she/her) | Enquiries Admin Officer | Strategy, Communications and Advocacy | Competition and Markets Authority  
The Cabot | 25 Cabot Square | London | E14 4QZ



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----- Original Message -----

**From:** Tom Lonsdale <[tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)>;

**Received:** Thu Jun 27 2024 13:34:32 GMT+0100 (British Summer Time)

**To:** General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>; General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>;

**Subject:** Attention: Complaints Manager

Dear Complaints Manager,

Please find link to Open Letter of Complaint

<https://www.thepetfoodcon.com/open-letter-competition-market-authority/> and attached

pdf copies of *Raw Meaty Bones: Promote Health, Multi-Billion-Dollar Pet Food Fraud* and Complaint to the US Securities and Exchange Commission.

I shall be pleased to answer any questions and provide more information as you may wish.

Thank you for your consideration.

Please confirm receipt of this email.

Yours faithfully,

Tom Lonsdale

CC: Interested parties

Tom Lonsdale

Mobile: +44 (0)7 4235 64140

Email: [tom@rawmeatybones.com](mailto:tom@rawmeatybones.com)

