



Details about the application that Meat South West is making for PDO status for beef and lamb from the South West of England.

In order to gain a competitive edge for the region's red meat industry, Meat South West has compiled an application to the European Commission (via DEFRA) to register South West beef and lamb with the status: Protected Designation of Origin (PDO). If successful, this will enable the region to overcome European regulations forbidding the promotion of a product from a particular part of the EU as superior to that produced in other parts of Europe. Furthermore, it will enable the South West to compete directly with those areas that already have PGI status (Protected Geographical Indication) such as Scotland (beef) and Wales (lamb).

To achieve such status, certain conditions relating to the product must be met and the principal aim for our application is to ensure that meat sold under the PDO status is consistently high in quality.

The main features of a PDO are that

- (a) the registered product must be produced, processed and prepared in the stated geographical area and
- (b) the quality or characteristics of the product are essentially due to that area.

The attached standards have been drawn up to demonstrate the distinctive characteristics of SW beef and lamb (due to the high level of grass/forage intake) and to help to ensure consistent quality of product.

There are several schemes/branding initiatives in existence or being developed in the South West based on differentiation of the product through breed/feeding/packing etc.. It is our aim that such brands will sit alongside the PDO mark. This will enable each to benefit from the promotion surrounding the mark and, at the same time, take advantage of the opportunities to raise awareness of individual brands. Since the standards developed are fairly general, these would act as a minimum standard that each product should meet and individual brands will then offer an enhancement of the product in addition to the PDO status.

If successful in our application, we hope that PDO status and the use of an associated identity/mark will help to raise awareness of and confidence in the quality of beef and lamb from the South West both within and outside the region, among retailers of all sizes, the food service industry and consumers.

Incidentally, as part of our application we are providing historical data demonstrating the significance of the region as a supplier of livestock and meat for the South West markets and further a field. If you are able to provide any information, data, pictures etc. to add to this, I would be grateful to hear from you.

Contact Details:

Julie Harvey
Manager
Meat South West
Tel: 01626 367247
Email: meatsouthwest@eclipse.co.uk

