

FROM LIVESTOCK

AUCTIONEERS LTD

In January 2014, Protected Geographical Indications (PGIs) for West Country Beef and West Country Lamb were formally announced by Defra.



This means that beef and lamb from the region that meets specific criteria is eligible to carry the PGI logo, badged as West Country and promoted on the basis of their rearing environment.

INFORMATION FOR BEEF & LAMB PRODUCERS:

The awarding of PGI status for West Country Beef and Lamb means that producers in the region have an exclusive right to use that name and logo for their products. As registered products West Country Beef and Lamb must be produced in accordance with the specifications below & overleaf.

Livestock sold through markets and from producer to producer can also be badged as West Country Beef and West Country Lamb. **In each case producers are required to complete a self-declaration form** (please see overleaf). **Please attach the completed PGI form to all of your market entry forms.**

To qualify, West Country **STORE CATTLE** must be:

- **Born & reared** in Cornwall, Devon, Somerset, Gloucestershire, Dorset or Wiltshire.
- Fed at least a 70% forage-based diet.
- From a **Farm Assured** holding.



To qualify, West Country **FINISHED BEEF & LAMB** must be:

- **Born, reared & finished** in Cornwall, Devon, Somerset, Gloucestershire, Dorset or Wiltshire.
- Fed at least a 70% forage-based diet.
- From a **Farm Assured** holding.

PROCESSORS & RETAILERS: Jaspers and Dawn Meats have become the first companies to be able to market West Country Beef. PGI products are now being stocked by Tesco, Sainsbury's & Waitrose.

For further information please visit: <http://www.westcountrybeefandlamb.org.uk/>