



# DECLARATION FORM

Please read this declaration form very carefully, if there are any points you do not understand please call Meat South West on **0870 6086610**

## West Country Beef and Lamb

In January 2014, Protected Geographical Indications (PGI's) for West Country Beef and West Country Lamb were formally announced by DEFRA.

This means that beef and lamb from the region meets specific criteria relating to feeds (70% forage), origin, assured supply chain and maturation regimes during processing. Only after these strict standards have been met is beef and lamb eligible to carry the PGI logo and can be badged as West Country and promoted on the basis of their rearing environment.

## Meat South West

Meat South West (MSW) is the organisation responsible for the PGI application. It is a strategic advisory body, which liaises with the industry and government on the priorities and needs of a profitable and productive regional meat and livestock sector.

The board represents the whole supply chain, from farm to fork, and is committed to the success of the PGI in all sectors of the industry.

## Product Specifications

As registered products West Country Beef and West Country Lamb must be produced in accordance with the agreed specification:

- **Born and raised in the West Country on assured farms**
- **Specific forage based diet**
- **Eating quality attributes**  
(Maturation – beef 10 days, lamb 5 days)
- **Processed through an assured abattoir or cutting plant**

Only those who are sourcing product to the above specification through registered West Country Beef and Lamb suppliers and who complete the declaration form below are allowed to utilise the PGI and West Country Beef and Lamb logos.

For more information contact: Dr Phil Hadley, Senior Regional Manager – Southern region,

The Baron Suite, Creech Castle, Bathpool, Taunton TA1 2DX

Email: [phil.hadley@eblex.ahdb.org.uk](mailto:phil.hadley@eblex.ahdb.org.uk)

Tel: **0870 6086610**

Or visit:

**[www.westcountrybeefandlamb.org.uk](http://www.westcountrybeefandlamb.org.uk)**

# Declaration

I declare that I have read and understood the specifications of West Country Beef and Lamb and will apply them in relation to beef and lamb to which the West Country Beef and Lamb logo and PGI logo is applied by me, or on my behalf, or for which I am otherwise responsible, including compliance with all applicable legal requirements including voluntary beef labelling where applicable.

I understand that auditing of the use of the PGI and West Country Beef and Lamb logos will be undertaken by the Trading Standards Authority.

I understand that Meat South West has the right to withdraw permission to use the West Country Beef and Lamb logos and PGI logo if I or any business for which I hereby accept responsibility are found not to be complying with the specification requirements.

If I fail to comply with the West Country Beef and Lamb specifications, I agree to notify MSW and return or destroy at MSW's sole discretion all materials relating to West Country Beef and Lamb or to which the logos have been applied at my or the relevant business' sole expense. I acknowledge that MSW will not be liable for any costs, damage or other losses or pecuniary disadvantage that may result from such withdrawal of permission.

I also understand that use of the West Country Beef and Lamb logos and PGI logo at any stage in the supply chain does not affect my liability under any legislation.

## PLEASE COMPLETE ALL THE DETAILS BELOW:

I hereby apply for permission to authorise the application of the West Country Beef and Lamb logos and PGI logo to:

BEEF  LAMB

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax No: \_\_\_\_\_

Email: \_\_\_\_\_

### INDUSTRY SECTOR

**RETAIL:** Wholesaler  Retailer  Cash & Carry  Butcher

**FOODSERVICE:** Contract Caterer  Foodservice Group  Restaurant  Pub

Other (please specify)

Please give the name of your assured supplier

Beef: \_\_\_\_\_ Lamb: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We would like to pass on your details to prospective customers enabling you to benefit from being a stockist of West Country Beef and Lamb, including the publishing of your business name, address and telephone number, fax number and email address on websites linked to Meat South West.

If you are willing for MSW to provide your information to prospective customers, as indicated above, please tick this box

Names of approved businesses will automatically be uploaded onto the West Country Beef and Lamb website – if you do not wish your business name to appear on this website please tick here.

If you require more than one declaration form to allow other premises to use the West Country Beef and Lamb logos and PGI logo, please indicate the number you require.

Please tick if you would like your name and address included on a mailing list to receive further information from MSW.

This list will not be made available to other companies apart from EBLEX and their Quality Schemes Management agencies.

The scheme documentation and stockist materials will be despatched within 28 working days from receipt of this signed declaration form.

### FOR MSW USE ONLY

Date received: \_\_\_\_\_

Approved by: \_\_\_\_\_

### SEND YOUR COMPLETED FORM TO:

West Country PGI  
PO Box 258  
Wilmslow  
SK9 5YH

