

## Speciality Food Products Protection (PDO, PGI)

### Sender

### Contact

The Food Team  
food@kiwa.co.uk  
+44 (0)1423 878872

### Related products

▶ BRC Food Certification

▶ BRC Packaging Certification

▶ BRC Storage & Distribution Certification

▶ Assured UK Malt Standard

▶ Food Bespoke Audits

▶ ISO 22000

Kiwa Agri Food is pleased to be the appointed inspection body for a range of UK-based regional products under the Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) legislation.

Since the early 1990s, the EU has been working to protect the regional economies of Europe and their speciality food products, which were being subject to increasing imitation. The classic long-standing example is of course Champagne.

The resulting legislation established firmer, more predictable income for the producers and for the rural economy as a whole.

The food categories that may seek protection are: cheeses, fresh meat (including offal), meat based products, oils and fats, bread pastry and cakes, mineral waters, fresh fish and molluscs, olives, fruit vegetables and cereals, and other animal-derived products such as eggs, honey, milk etc, ciders and beers.

#### Benefits of PDO/PGI under EU Regulations

1. Free EU legal protection of what amounts to a trademark. This alone can be worth tens of thousands of pounds.
2. Identification of a product's special features. This in turn creates awareness of the U.S.P. for marketing.
3. Branding – the quality image for everything else. Built-in third party verification for use as a marketing tool.
4. Premium price for a premium product. Move away from producing a simple commodity.
5. Create a base for integrated marketing with all the related enterprises of that region, wines, foods, tourist attractions, hotels, restaurants, transport and so on.
6. In the long run, decrease reliance on government subsidies.

A survey for the EU shows that over 700 UK Food Products would qualify for this protection - and thus benefit from it. DEFRA's Agrifood Exports and Regional Food Promotion division deals with applications and will give advice on the requirements. This department can be [emailed](#) or called on 0171 238 6623. Alternatively, Kiwa PAI is happy to assist.

For a quick, competitive quotation please [email](#) or call us using the contact details to the right. If you would like to apply for the scheme, please complete the PDO or PGI Application Form (pdf versions on the right under Useful Docs; or select Word (doc) versions from this [list](#)).

### Customer Benefits

Kiwa Agri Food is:

**Ambitious** – we are a 'can do', innovative organisation, we aim high without overreaching ourselves

**Reliable** – we meet expectations, we keep promises, we maintain expertise

**Engaged** – loyal, service orientated and cooperative. We work closely with customers, trade bodies, authorities and specifiers

#### → Who is this for?

European producers of cheeses, fresh meat (including offal), meat based products, oils and fats, bread pastry and cakes, mineral waters, fresh fish and molluscs, olives, fruit vegetables and cereals, and other animal-derived products such as eggs, honey, milk etc, ciders and beers.

#### → Why Kiwa?

Kiwa Agri Food is fully accredited by UKAS, and approved by the BRC, to deliver auditing and certification to BRC standards. We have clients in the UK and throughout the world.

**Availability** - we answer the phone and respond to your email promptly: so give us a call using the contact details to the right (or drop us an email).

**Experience** - Kiwa Agri Food has over 20 years' experience with the BRC, indeed we provide training to our clients on BRC schemes.

**Expertise** - Kiwa Agri Food always carries out the audit, reporting and certification using industry experienced, competent, friendly assessors.

**Speed** - Kiwa Agri Food is renowned for reacting quickly and carrying out audits at short notice.