

November 2015

Dear Sir,

We thought you would appreciate a reminder that from 4th January 2016 EU regulation number 1151/2012 comes into force.

This legislation means that it will be **compulsory** for any products that are labelled or identified as Scotch Beef and Scotch Lamb must carry the Protected Geographical Indication (PGI) logo on the front of pack. Please also note that EU legislation dictates that the PGI logo must not be any smaller than 15mm in diameter.



The labels for **Scotch Beef PGI** and **Scotch Lamb PGI** can only be used for meat produced under the PGI scheme which specifies:

Meat should be derived from cattle or sheep that have been born, raised, slaughtered and 'dressed' in Scotland and have been assured from birth to slaughter through Quality Meat Scotland's consumer assurance schemes (as available on <http://www.qmscotland.co.uk/assurance-and-licensing>) or an agreed equivalent scheme.

PGI is not applicable to Scottish Beef or Scottish Lamb or Beef/lamb from Scotland. For more information on what qualifies as Scotch Beef PGI or Scotch Lamb PGI check the QMS website or contact QMS.

To avoid misleading consumers, the industry and retailers must not use the terms Scottish (or British) and **Scotch Beef/Lamb PGI** on the same packaging.

For a copy of the Scotch Beef PGI and Scotch Lamb PGI guidelines please visit goo.gl/QdsgwA.

If you have any queries on the above or would like further information, please do not hesitate to contact me.

Yours faithfully

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