



THE EU PROTECTED FOOD NAMES SCHEME (EUPFN)

The EU Protected Food Name Scheme identifies regional and traditional foods whose authenticity and origin can be guaranteed. Under the scheme a named food or drink is given legal protection against imitation throughout the EU. In many European countries where tradition, origin and traceability have been the main focus of food quality assurance schemes, the take-up of EUPFN designation has been widespread.

There are three categories for products with protected name status:



Protected Designation of Origin (PDO)

Open to products produced, processed and prepared within a specific geographical area, and with features and characteristics attributable to that area.



Protected Geographical Indication (PGI)

Open to products produced or processed or prepared within a specific geographical area, and with features or qualities attributable to that area.



Traditional Speciality Guaranteed (TSG)

Open to products that are traditional or have customary names, and have features that distinguish them from other similar products. These features need not be attributable to the geographical area the product is produced in, nor entirely based on technical advances in the method of production.

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Benefits of the EUPFN scheme

- It provides proof of traceability and provenance from producer to retailer
- It provides confidence to the consumer and a guarantee that the product is linked to its geographical origin or to the traditional character of the product.

For what sectors of horticulture is the EUPFN scheme suitable?

- **All sectors** of horticulture including: **field crops**; some **ornamentals** e.g. flowers; **processed products** including those not for human consumption e.g. cork, wicker and essential oils.
- Current fruit and vegetable designations in Britain are:
 - [Jersey Royal Potatoes](#) (PDO)
 - [Yorkshire Forced Rhubarb](#) (PDO)
- In Wales and the rest of the UK, applications are in preparation for a range of new designation. Products undergoing initial assessment include Pembrokeshire New Potatoes (PGI), Welsh Cider (PDO) and Welsh Perry (PDO).

What assurance categories does the EUPFN scheme cover?

- Food safety; food quality; environmental protection; staff skills; cultural aspects; production quality; traceability; legal protection of the product name.

Costs of participation

- The main costs are the **audit fees**. These are payable to independent auditors who must conform to EN45011 standards
- There are also the **opportunity costs** of the time and energy spent by the applicant when making an application.

How to join the EUPFN scheme

- Applications go through a rigorous verification process which can take up to 24 months. All products registered under the three designations will be subject to inspection to ensure that the requirements of the scheme are met.
- All the designations require a precise product specification. This must include information about the **method of production**, including the **origin, nature and characteristics of the raw materials**. **Historical evidence** linking the product to the geographical area, or to substantiate the character of the product is also required.
- In the UK applications are processed by DEFRA. After assessment by DEFRA the application goes to national consultation and when this has been successfully completed the application goes to the European Commission.
- Application forms and supporting documentation need to be submitted to the relevant contact point.

Further information

<http://www.euprotectedfoodnames.org.uk>.

<http://www.defra.gov.uk/food-farm/food/protected-names/>

List of UK registered products: <http://www.defra.gov.uk/food-farm/food/protected-names/uk-registered-names/>

List of applications currently being processed: <http://www.defra.gov.uk/food-farm/food/protected-names/protected-names-applications/>.

For details of other quality assurance schemes and British standards please contact Horticulture Wales.
www.horticulturewales.co.uk