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Dear Sir,

Protected Geographical Indication (PGI) – EC 510/2006

QMS would like to let you know that the European Union has decided to boost the visibility of the Protected Geographical Indication (PGI) and other Protected Food Names by making mandatory the reference to PGI on the product. As you already know Scotch Beef and Scotch Lamb have been granted this protection in 1996 and therefore we believe that both brands recognition will be enhanced by this legislation.

Article 8.2 of the Council Regulation (EC) No 510/2006 for PGI products "requires that the words 'Protected Geographical Indication' and/or the appropriate logo associated with the registered designation must appear on the product label when the registered protected food name is used."¹

It means that from the 01 May 2009 labels on all products that use Scotch Beef or Scotch Lamb must bare the PGI logo or wording "Protected Geographical Indication." I hope you agree that this is a good opportunity for Scotch Beef and Scotch Lamb to be even more recognised as being part of the British and European gastronomic heritage. It is illegal to use the PGI logo on Scottish Beef and Scottish Lamb products as they may be of a different quality.

Please feel free to contact me for any further information you may need.

Regards

A handwritten signature in black ink, appearing to read 'Suzie Carlaw', is written over a light blue grid background.

Suzie Carlaw
Marketing Manager

¹ <http://www.defra.gov.uk/foodrin/foodname/pfn/index.htm>

