

27 January 2010

To: Stakeholders on the attached list

Dear Stakeholder,

Public Consultation: Draft guidance for Consumers in Scotland - Country of Origin Information on food labels

The National Food and Drink Policy for Scotland, launched on 25 June 2009, included the aim that the Scottish Government would work with the Food Standards Agency to revise guidance on country of origin labelling to make it more understandable and easier to access for consumers.

Existing Agency guidance on country of origin labelling is intended to provide technical information to the food industry and enforcement staff i.e. benefitting consumers through encouraging more informative labelling practices. As such it is not directly aimed at explaining origin information to consumers. We have applied the principles set out in the existing guidance to develop new draft guidance for consumers in Scotland with the aim of informing consumer choice and understanding.

Several pieces of research both in Scotland and across the UK have identified consumer interest in origin information for meat and meat products and other fresh foods such as fish, dairy and fruit and vegetables. The research has also highlighted that there is some confusion amongst consumers over the descriptions and terms used on food labels.

The draft guidance sets out an easy to read background to the rules on country of origin labelling and highlights those foods where specific labelling rules apply. In addition, through examples based on actual food labels, the guidance helps explain the meaning of some of the terms and logos found on food labels in Scotland and whether or not they are intended to give origin information.

We would be particularly interested in your views on the following points:

1. Do you feel the draft guidance strikes the right balance between being informative yet not overly technical? Is it clear and easy to understand?

2. Have we included the right mix of foods? e.g. top quality produce and everyday staples. Are these foods representative of the products that consumers in Scotland buy?
3. The labelling examples have been presented using graphics based on the labels used on food available from a variety of retailers in Scotland. It would be useful to know if you find this approach helpful.
4. There is growing interest in the European Protected Food Names Scheme i.e. Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and Traditional Speciality Guaranteed (TSG). Unlike the first two categories, the latter category does not place an origin requirement on foods registered with the Scheme. Given the similarities between the Scheme logos, do you feel it would be helpful to provide a brief explanation of all three categories to consumers?

We propose that publication of the guidance will be in the form of a short booklet and it will also be available from the Agency website. The intention is to publish the guidance in the spring. Therefore I would be grateful for any comments to be sent to **Russell Napier by 9 March 2010**. If you anticipate a difficulty in sending comments by this date, please let us know. Russell can be contacted via e-mail at Russell.Napier@foodstandards.gsi.gov.uk or at the FSA Scotland office at St Magnus House, 25 Guild Street, Aberdeen, AB11 6NJ. [Tel:01224 285155](tel:01224285155)

Subject to interest, we intend to hold stakeholder meetings during the consultation period to help further develop the guidance. Suggested dates in February are 9, 11, 23 and 25. If you would like to attend a meeting, please contact Russell Napier by **4 February**.

Thank you in advance for taking the time to read the draft guidance. We look forward to receiving your comments.

Yours sincerely,

Stephen Hendry,

Food Standards, Diet and Nutrition Branch,
Food Standards Agency in Scotland

FOOD STANDARDS AGENCY SCOTLAND CONSULTATION

Draft Guidance for Consumers in Scotland – Country of Origin Information on food labels

CONSULTATION SUMMARY PAGE

| | |
|------------------------------------|------------------------------------|
| Date consultation launched: | Closing date for responses: |
| 27 January 2010 | 9 March 2010 |

Who will this consultation be of most interest to?
Consumers

What is the subject of this consultation?
Draft guidance for consumers in Scotland on country of origin information on food labels

What is the purpose of this consultation?
To further develop the guidance with a view to publication in Spring 2010.

Responses to this consultation should be sent to:

| | |
|--|--|
| Mr Russell Napier Food Standards, Diet & Nutrition Branch FOOD STANDARDS AGENCY Tel: 01224 285155 Fax: 01224 285168 | Postal address: 6 th Floor, St Magnus House 25 Guild Street Aberdeen AB11 6NJ Email: Russell.Napier@foodstandards.gsi.gov.uk |
|--|--|

| | | |
|---|------------------------------|---|
| Is a Regulatory Impact Assessment included with this consultation? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> See Paragraph 9 of Annex A for reason. |
|---|------------------------------|---|

DETAIL OF CONSULTATION

Introduction

1. We would welcome your comments on the attached
2. The intention of this document is inform consumer choice and understanding on country of origin information on food labels.

Proposals

Key proposal: To produce guidance which gives an easy to read background to the rules on country of origin labelling and highlights those foods where specific labelling rules apply. In addition, through examples based on actual food labels, the guidance helps explain the meaning of some of the terms and logos found on food labels on products sold in Scotland and whether or not they are intended to give origin information.

Consultation Process

We would be particularly interested in your views on the following points:

Do you feel the draft guidance strikes the right balance between being informative yet not overly technical? Is it clear and easy to understand?

Have we included the right mix of foods? e.g. top quality produce and everyday staples. Are these foods representative of the products that consumers in Scotland buy?

The labelling examples have been presented using graphics based on the labels used on food available from a variety of retailers in Scotland. It would be useful to know if you find this approach helpful.

There is growing interest in the European Protected Food Names Scheme i.e. Protected Designation of Origin, Protected Geographical Indication, and Traditional Speciality Guaranteed. Unlike the first two categories, the latter category does not place an origin requirement on foods registered with the Scheme. Given the similarities between the Scheme logos, do you feel it would be helpful to provide a brief explanation of all three categories to consumers?

We particularly welcome comments from consumers

Other relevant documents

Please see the covering letter and draft guidance document.

Responses

4. Please send responses to us by close 9 March 2010. Please state, in your response, whether you are responding as a private individual or on behalf of an organisation/company (including details of any stakeholders your organisation represents).

Thank you on behalf of the Food Standards Agency Scotland for participating in this public consultation.

Yours faithfully,

Stephen Hendry

Food Standards, Diet & Nutrition Branch
Food Standards Agency Scotland

Enclosed

Annex A: Standard Consultation Information

Annex B: Draft Guidance document

Annex C: List of interested parties

Queries

1. If you have any queries relating to this consultation please contact the person named on page 1, who will be able to respond to your questions.

Publication of personal data and confidentiality of responses

2. In accordance with the FSA principle of openness we will hold a copy of the completed consultation at St Magnus House, 25 Guild Street, Aberdeen. Responses will be open to public access upon request. The FSA will also publish a summary of responses, which may include personal data, such as your full name and contact address details. If you do not want this information to be released, please complete and return the Publication of Personal Data form, which is on the website at <http://www.food.gov.uk/multimedia/pdfs/dataprotection.pdf> Return of this form does not mean that we will treat your response to the consultation as confidential, just your personal data.
3. In accordance with the provisions of Freedom of Information Act 2000/Environmental Information Regulations 2004, all information contained in your response may be subject to publication or disclosure. If you consider that some of the information provided in your response should not be disclosed, you should indicate the information concerned, request that it is not disclosed and explain what harm you consider would result from disclosure. The final decision on whether the information should be withheld rests with the FSA. However, we will take into account your views when making this decision.
4. Any automatic confidentiality disclaimer generated by your IT system will not be considered as such a request unless you specifically include a request, with an explanation, in the main text of your response.

Further information

5. A list of interested parties to whom this letter is being sent appears in Annex B. Please feel free to pass this document to any other interested parties, or send us their full contact details and we will arrange for a copy to be sent to them direct.
6. Please let us know if you need paper copies of the consultation documents or of anything specified under '**Other relevant documents**'.
7. This consultation has been prepared in accordance with HM Government Code of Practice on Consultation, available at: <http://www.berr.gov.uk/files/file47158.pdf>
The Consultation Criteria are available at:
<http://www.berr.gov.uk/whatwedo/bre/consultation-guidance/page44458.html>
8. Criterion 2 of HM Government Code of Practice on Consultation states *Consultations should normally last for at least 12 weeks with consideration given to longer timescales where feasible and sensible.* A shortened consultation period is needed in order to meet timescales to publish the guidance in the Spring of 2010. This work is part of the Food Standard Agency Scotland's support of the Scottish Government's National Food and Drink Policy for Scotland.
9. The Code of Practice states that a Regulatory Impact Assessment should normally be published alongside a formal consultation. The guidance will not introduce any new regulatory or financial burden. Therefore, a Regulatory Impact Assessment has not been prepared.

10. For details about the consultation process (not about the content of this consultation) please contact: Food Standards Agency Consultation Co-ordinator, Room 2C, Aviation House, 125 Kingsway, London, WC2B 6NH. Tel: 0207 276 8630.

Comments on the consultation process itself

11. We are interested in what you thought of this consultation and would therefore welcome your general feedback on both the consultation package and overall consultation process. If you would like to help us improve the quality of future consultations, please feel free to share your thoughts with us by using the Consultation Feedback Questionnaire at:

<http://www.food.gov.uk/multimedia/worddocs/consultfeedback.doc>

12. If you would like to be included on future Food Standards Agency consultations on other topics, please advise us of those subject areas that you might be specifically interested in by using the Consultation Feedback Questionnaire at:

<http://www.food.gov.uk/multimedia/worddocs/consultfeedback.doc>. The questionnaire can also be used to update us about your existing contact details.

Annex B

Draft Guidance Document

Interested in where your food comes from?

If you are confused about the information provided on labels or want to understand more about where the food you buy comes from, read on...

This guide produced by the Food Standards Agency Scotland provides consumers in Scotland with some general background about how to tell where food comes from and is intended to inform consumer choice and understanding.

Are there any labelling rules about where food comes from?

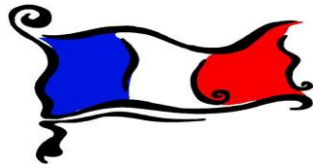
Yes. The rules about labelling where food comes from are set at a European level. These rules can be separated out into three main areas as follows:

- **Specific Rules:** Some foods have their own specific origin labelling rules. Consumers will find country of origin information on the following products: beef and veal, fish, most fresh fruit and vegetables, honey, olive oil, eggs, and poultry meat imported from countries which are not members of the European Union (EU). Further details are given in the “Glossary” on page 12.
- **Rules for Regional Products:** In addition, some foods are covered by the Protected Food Name Scheme. Products registered under this Scheme have legal protection against imitation throughout the EU. There are different categories under this Scheme; some Scottish Products have Protected Geographical Indication (PGI) or Protected Designations of Origin (PDO) which means they have qualities or characteristics which are linked to a geographical area. “ARBROATH SMOKIE”, “SCOTCH LAMB” and “ORKNEY BEEF” are some of the Scottish products with EU Protected Food Name status.

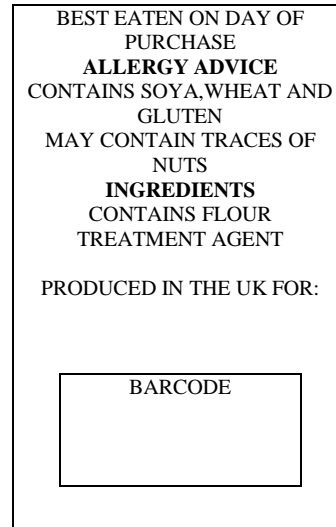


Further details of the Schemes are given in the “Glossary”.

- **General Rules:** For most other foods, the rule for general food labelling is that the country of origin should be given if the absence of this information could mislead consumers as to the true origin of the food. For example, the French Flag or a French image (Eiffel Tower) could create an expectation that the food is from France. See the label illustration below:



*Bakery
Baton*



The rules above are backed up by rules on avoiding misleading labelling.

Where food comes from?

The words “country of origin” or “place of origin” or “place of provenance” are often used when describing where food products come from. For the purpose of this guidance we will use the words “country of origin” throughout.

What does country of origin mean?

Country of origin is not defined in the law covering food labelling. However, the approach taken for general food labelling is based on ‘last substantial change’. Broadly, this means that the last country in which a food is substantially changed is the country of origin.

What does ‘last substantial change’ mean?

Pork meat cured into bacon or ham, or meat made into sausages or pies would be considered to be a substantial change. The simple slicing, cutting, mincing and/or packing of meat would not be called a substantial change.

Where might I find country of origin information?

Sometimes this information is given on the front of a pack, but you may need to look on the back of a pack or wrapper.

What markings on a label are not intended to show country of origin, but may be mistakenly read in this way?

- Approved premises codes



The oval mark means that the food has been produced in premises which are approved in line with European Food Hygiene Regulations. The “UK” in the oval example above means that the product is cut/packed at premises in the UK.

- Breed of cattle – “Aberdeen Angus” is a breed of cattle and can be reared in many countries, not just Scotland.
- The name and address of the manufacturer, packer or seller. This is a requirement of the Food Labelling Rules (*footnote to be added during consultation*)





The next section of this guidance looks at a broad selection of foods that consumers in Scotland might buy.

Country of Origin Labelling - Beef and Veal (Fresh Chilled and Frozen)

What should I look for on a label?

EU Member State e.g. UK plus indication of where the animal was born, reared, slaughtered (SL) and cut (CUT)

Non EU Country e.g. Argentina plus indication of where the animal was born, reared, slaughtered and cut

| | | |
|--|---|--|
| <i>Beef Stewing Steak</i> | | SCOTTISH  |
| Information about farmer and additional details such as: | location of farm, rearing animals under a quality assurance scheme | photo / picture |
| Price | SL IN UK 1234 | £/kg |
| | CUT IN UK 2345/ | Weight/kg |
| | UK 3456 ORIGIN UK | DISPLAY UNTIL |
| Aberdeen Angus | | USE BY instructions Storage |
| Packed in UK for [name of retailer] |  |   |

Extra information on origin may be offered. If you see “Scottish”, this means beef from cattle born, reared and slaughtered in Scotland

“Red Tractor” logo is an independent mark of quality that guarantees the food is from ‘assured’ farms and food companies that meet high standards of food safety and hygiene, animal welfare and environmental protection. The union flag in this logo means that the food is farmed and processed or packed in the UK.

Breed of cattle – does not show origin of meat

Identification mark of approved premises in which meat was cut/packaged – does not show origin of meat





Country of Origin Labelling - Lamb (Fresh Chilled and frozen)

What should I look for on a label?

Country of Origin information for lamb is not required by law under the general food labelling rules, however a number of products are registered under the Protected Food Name Scheme.

Where information is given, it must not mislead the consumer.




This label example is “Scotch Lamb” which is a Protected Food Name and therefore origin information is provided:

| | | | |
|--|---|---|---|
| Scotch Lamb BONELESS ROLLED SHOULDER | |  | EU Protected Food Name |
| Information about farmer and additional details such as: location of farm, rearing animals under a quality assurance scheme | | photo / picture | |
| Price | | £/kg Weight/kg | “PGI” symbol – EU Protected Food Name |
| Barcode | | DISPLAY UNTIL USE BY Storage instructions | |
| Packed in Scotland (UK) for [name of retailer] |  |   | |

Country of Origin Labelling - Pork

What should I look for on a label?

Country of Origin information for pork is not required by law. Where information is given, it must not mislead the consumer.

| | | | | |
|--|---|---|---|-----------------------------------|
| Pork Shoulder Roast | | British |  | Origin information may be offered |
| Information about farmer and additional details such as: location of farm, rearing animals under a quality assurance scheme | | | | |
| Price | | £/kg Weight/kg | Display until Use by | |
| Barcode | | Storage instructions | | |
| Packed in UK for |  |  | | |

SHORT - SLICED COOKED CHICKEN BREAST

INGREDIENTS: Cooked chicken breast. Salt. Made with 126g of chicken per 100g of finished product. Packaged in a protective atmosphere.

HOW TO PREPARE: May be eaten cold or hot.

HEATING INSTRUCTIONS: We have given you these heating instructions as a guide only. Remove all packaging

TO MICROWAVE from chilled: Place on a microwaveable plate and heat on full power for **2 minutes** (750W) Leave to stand for **1 minute** before serving.

TO OVEN COOK from chilled: Place on a baking tray and cover with foil. Place on the middle shelf of a pre-heated oven at 200C/400F/Gas mark 6 for **8 minutes**. **Check product is piping hot before serving.**

Do not re-heat

NUTRITION: As a guide we recommend this product provides: **4 servings**.
Typical values (eaten cold) per 100g:
Energy 577kJ/132kcal. Protein 29.3g, Carbohydrate Nil, Fat 1.6g

STORAGE: Keep refrigerated. Once opened consume within two days. Do not exceed the Use by date. On opening this pack a faint odour is released. This is normal for this type of packaging and will disappear shortly. The eating quality of this product is not affected by this.

!WARNING: Extra care has been taken to remove bones, although some may remain.

234g

FOR

DISPLAY UNTIL

AND USE BY

SEE FRONT OF

PACK

Produced in Thailand. Packed in the UK.

BARCODE

UK
XX123
EC

Country of Origin Labelling - Fish [examples from each category to be developed during consultation – including Scottish salmon - illustrate that Smoked Scottish Salmon & Scottish Smoked Salmon are not the same thing – Scottish smoked may refer to where the curing process takes place]

What should I look for on a label?

Fishery and farmed fish and shellfish products must be marked or labelled at the point of sale to the final consumer as follows:

- the name of the type of fish ;
- how it has been produced, for example line caught, farmed etc. and,
- where it has been caught or harvested.

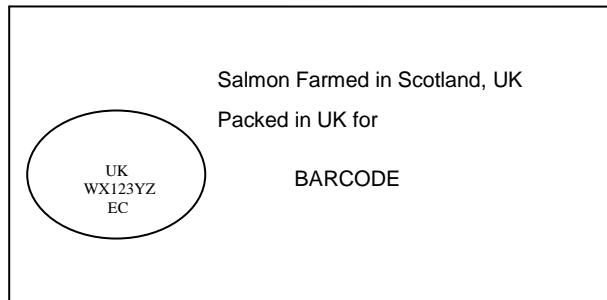
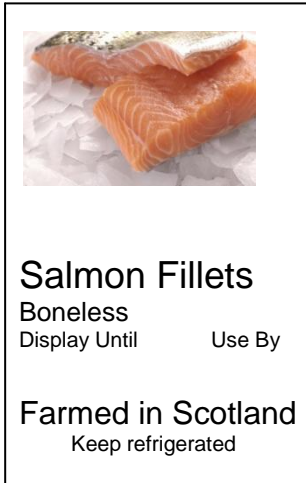
Sea Fish:

The label must show one of 12 internationally agreed catch areas. For example, the catch area, “North-East Atlantic”, would need to be shown on the label for any fish/shellfish caught in the UK. This includes the North Sea and Irish Sea.

Freshwater Fish: The label must show the EU Member State or non EU country. For example, trout caught in freshwaters of Norway, would need to mention Norway.

Farmed and cultivated products:

The label must show the EU Member State or non EU country in which the product reached full size or reached a stage ready for ‘harvesting’ for sale to the final consumer.



You may also see information such as:

Specific country within UK e.g. Scotland/ Product of Scotland / Scottish

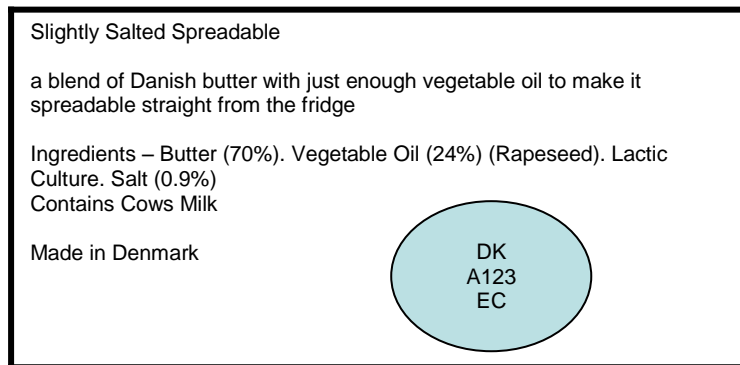
The PGI logo –EU Protected Food Name e.g. on “Scottish Farmed Salmon”, and “Arbroath Smokie”

Country of Origin Labelling – Dairy e.g. milk, butter and yogurt

Country of origin information for milk and other dairy products is not required under general food labelling rules.

Many labels of Scottish products do however carry a Saltire or give other information such as Aberdeenshire or Ayrshire. It is also becoming more common for labels to include the location of the farm and the name of the farmer.





Some dairy products will have country of origin information because they have an EU Protected Food Name e.g. Staffordshire Cheese, Parmigiano Reggiano (Parmesan) Cheese and Cornish Clotted Cream.

Country of Origin Labelling - Prepared foods

What should I look for on a label?

You will not always see country of origin information for prepared foods e.g. “Scotch Broth”, and “Madras Curry”. These names are intended to describe a style or recipe rather than provide origin information.

Sometimes, labelling or packaging carries a design or colours which suggest the food has been produced in a particular country.

For example, a lasagne that is marketed as part of an “Italian” range should clearly show the actual country of origin if produced elsewhere. If the pasta in the lasagne is from Italy this could also be shown on the label.

[example label to be prepared during consultation]

For some products national terms are used as part of the name e.g. “British Steak Pie” or “French Beef Bourguignon”. These terms form an origin declaration. If the place that is declared as the origin of the product is not the same as the origin of the primary ingredients, producers may provide information on the origin of these ingredients. [*example label to be prepared during consultation*].

As a minimum any origin information provided must be based on place of ‘last *substantial* change.’

Country of Origin Labelling – Fresh Fruit and Vegetables

What should I look for on a label?

Certain fresh fruit and vegetables (those covered by EU marketing standards) must display a country of origin. For some products there may be additional requirements like a variety and a quality class.


| | |
|-----------------------------------|---------|
| Cox's Orange Pippin apples | |
| £ / Kilo | |
| Class I | England |



The marketing standards apply to most fresh fruit, vegetables, salads, some herbs and nuts in shell. The most notable exceptions to these rules are bananas, potatoes, dried and 'kitchen ready' produce.

Mixed packages containing produce from more than one country and with a net weight of less than 5kg may replace each country of origin with one of the following:

- Mix of EU fruit and vegetables;
- Mix of non-EU fruit and vegetables; and
- Mix of EU and non-EU fruit and vegetables

You may also see information on a region e.g. Aberdeenshire or country within a Member State e.g. Scotland and descriptive details about a location.

| | |
|--|--|
| <i>SCOTTISH CARROTS</i> | |
|  | |
| SOURCE OF BETA-CAROTINE NATURALLY HIGH IN FIBRE BOIL IN 10 MINS | DISPLAY UNTIL; 09 NOV BEST BEFORE; 11NOV COUNTY; ABERDEENSHIRE FARMERS NAME; [] 20-40MM |
| BARCODE | WASH BEFORE USE KEEP REFRIGERATED 1kg |
| | |

| | |
|---|---|
|  | |
| WHITE POTATOES | |
| 2.5kg |  Naturally high in vitamin B Natural source of vitamin C VARIETY: OSPREY DISPLAY UNTIL: 09 NOV BEST BEFORE: 12 NOV GROWER: [] Perthshire |
| BARCODE | UK |
| | £ |

Sweet & Delicate Tenderstem Broccoli Tips

Hand selected slender broccoli tips, perfect steamed, stir fried or in salads.

Best Stored in a fridge.

AIR
FREIGHTED

Country of Origin
KENYA

Country of Origin Labelling – Glossary

Foods covered by specific rules:

Beef and Veal
Eggs
Poultry from non EU countries
Fish
Fresh Fruit and Vegetables
Honey
Olive Oil
Wine

Further details on the rules for Fish and Honey are available from the Food Standards Agency. For more information on the other foods, please contact the Scottish Government.

The designations under the EU Protected Food Name Scheme are:



Protected Designation of Origin (PDO) - covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how. The red logo will be introduced from May 2010. ***Orkney Beef, Orkney Lamb, Shetland Lamb***



Protected Geographical Indication (PGI) - covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area. ***Scotch Beef, Scotch Lamb, Arbroath Smokie, Scottish Farmed Salmon.***

“Scotch Beef” and “Scotch Lamb” means that the animals used to produce the meat have been born reared and slaughtered in Scotland within the Quality Meat Scotland Assurance scheme.



Traditional Speciality Guaranteed (TSG) - highlights traditional character, either in the composition or means of production. **No Scottish Foods are currently under this category.**

“Traditional Farmfresh Turkey” is an example of TSG.



The Red Tractor logo is an independent mark of quality that appears on beef, pork, lamb, poultry, fruit and vegetables, milk and dairy and cereal products. It guarantees that the food comes from ‘assured’ farms and processors. The logo also includes a statement of origin in the flag and the union flag indicates that the food has been farmed and processed in the UK.



“Specially Selected Pork” means pork from pigs born, reared and slaughtered in Scotland under the Quality Meat Scotland Assurance Scheme. This scheme has recently been approved by the Scottish Society for the Prevention of Cruelty to Animals (Scottish SPCA).

“Scottish Beef” – This term may be used for beef produced from animals born, reared and slaughtered in Scotland.

Want to know more?

The FSA’s detailed guidance on Country of Origin is available at <http://www.food.gov.uk/foodindustry/guidancenotes/labelregsguidance/originlabelling>

EU – European Union is made up of 27 Member States

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.

Imported foods & hygiene standards - To be allowed into the European Union, food must be produced to standards which are at least similar to those required under European Food Hygiene rules or meet the terms of a special agreement between the European Union and the exporting country. Some of the requirements include:

- premises abroad must appear on an EU recognised list;
- those premises must be approved to export to the EU and must maintain approval standards;
- where needed, hygiene, animal health and plant health certificates must be provided;
- imported food must be available for inspection on arrival in the EU.

More detail is available at:

<http://www.food.gov.uk/foodindustry/imports/beforeimporting/pointofentry>

Contact:

Food Standards Agency Scotland
St Magnus House
25 Guild Street
Aberdeen
AB11 6NJ

Tel 01224 285100

Fax 01224 285168

E-mail: scotland@foodstandards.gsi.gov.uk

Consultee List

Aberdeen Scotch Meat Ltd
ALDI
Arbroath Smokies
Asda
Association of Convenience Stores Ltd.
Baxters of Fochabers
British Trout Association
C J Lang & Son Ltd
Castle MacLellan Foods
Chilled Food Association
Community Food Scotland
Consumer Focus Scotland
Crannog Seafood Company
Dairy Co.
Dairy UK – Scotland
Deans of Huntly
Deeside Natural Mineral Water
Defra
Edinburgh Smoked Salmon Company (1992) Ltd.
Federation of Small Businesses
Fresh Produce Consortium
Highland Smoked Salmon Ltd
Highland Smoked Salmon Ltd
Highland Spring Ltd
Iceland
Inverawe Smokehouses
Islay Crab Exports Ltd
J G Ross (Bakers) Ltd
James Ross & Son (Edin) Ltd.
Lactalis McLelland Limited
Larder Bytes Ltd
LIDL
Loch Fyne Oysters Ltd
M&S
MacDuff Shellfish
Mackies Of Scotland
MacPhie of Glenbervie Ltd
Macswen of Edinburgh
Marine Harvest (Scotland) Ltd
McIntosh Donald
Morrisons
National Association of British Market Authorities
National Beef Association Scotland
National Farmers Retail & Markets Association

National Independent Supermarket Association
NFUS
Norscot Seafoods Ltd
Nor-Sea Foods Ltd
Orkney Beef
Orkney Herring Co Ltd
Orkney Island Gold
Orkney Lamb
QMS
Red Tractor
RNIB Scotland
Robert Wisemans Dairies
Sainsburys
Scotch Beef
Scotch Lamb
Scotch Whisky Association
Scotland Food and Drink
Scottish Coop
Scottish Farmed Salmon
Scottish Federation of Meat Traders Association
Scottish Food and Drink Federation
Scottish Food Enforcement Liaison Committee
Scottish Game Dealers & Processors Association
Scottish Government
Scottish Grocers' Federation
Scottish Local Authorities
Scottish Midland Co-op Society
Scottish Pig Producers Ltd.
Scottish Salmon Producers Organisation
Scottish Shellfish Marketing Group Ltd.
Scrabster Seafoods Ltd.
Sea Fish Industry Authority
Seafish Industry Authority
Seafood Scotland
Seafood Scotland
Seafood Shetland
Shetland Catch Ltd
Shetland Lamb
Speyfish Ltd
Summer Isles Foods
Taste Shetland
Tesco
The Cheese Company
The Scottish Association of Meat Wholesalers
(SAMW)
The Scottish Retail Consortium

United Fish Industries
Vion
Waitrose
Walkers Shortbread Ltd
Which?