

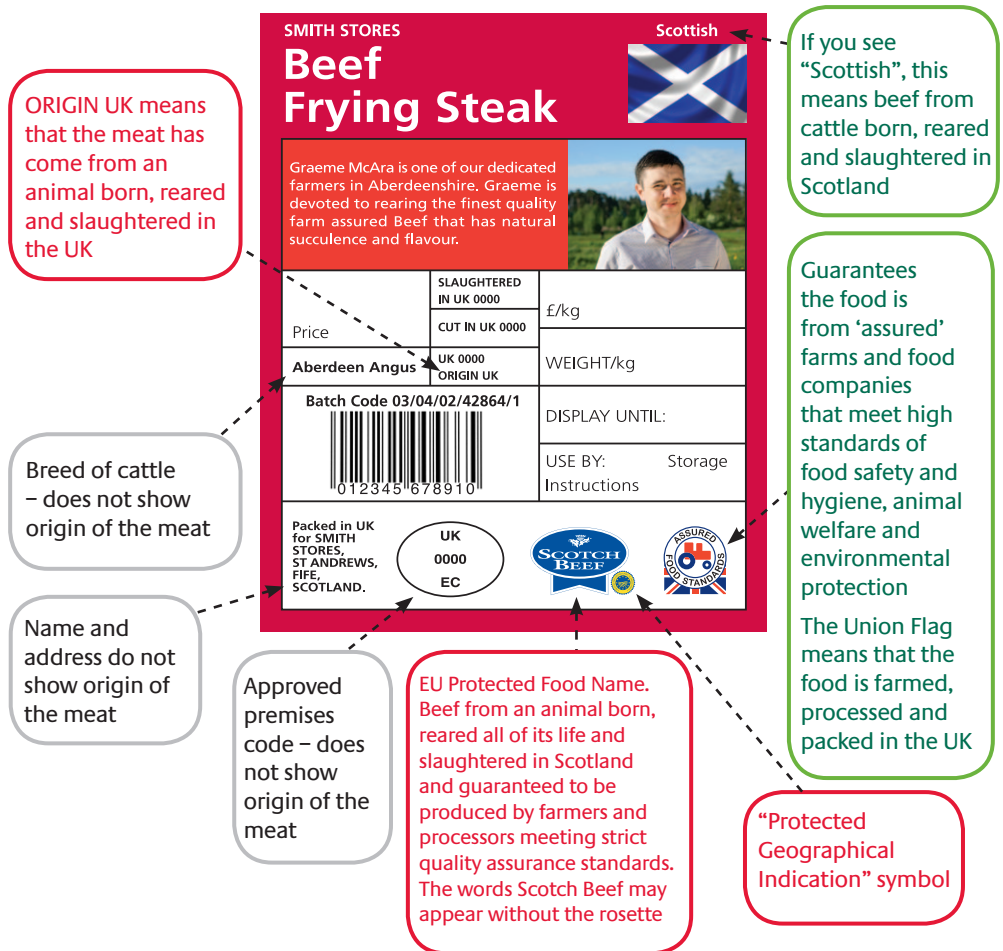
# Fact Sheet - Country of Origin Labelling: Meat

## Fresh Chilled and Frozen Beef and Veal



### What should I look for on a beef or veal label?


Country of origin information for fresh and frozen beef is required by law.



**SMITH STORES** Scottish

# Beef Frying Steak

Graeme McAra is one of our dedicated farmers in Aberdeenshire. Graeme is devoted to rearing the finest quality farm assured Beef that has natural succulence and flavour.

Price	SLAUGHTERED IN UK 0000	£/kg
	CUT IN UK 0000	
Aberdeen Angus	UK 0000 ORIGIN UK	WEIGHT/kg
Batch Code 03/04/02/42864/1	DISPLAY UNTIL:	
 012345678910	USE BY: Storage Instructions	

Packed in UK for SMITH STORES, ST ANDREWS, FIFE, SCOTLAND.

UK 0000 EC

SCOTCH BEEF

ASSURED FOOD STANDARDS

**Callout Boxes:**

- ORIGIN UK means that the meat has come from an animal born, reared and slaughtered in the UK** (Red box, points to 'UK 0000 ORIGIN UK')
- If you see "Scottish", this means beef from cattle born, reared and slaughtered in Scotland** (Green box, points to 'Scottish' and Union Jack)
- Guarantees the food is from 'assured' farms and food companies that meet high standards of food safety and hygiene, animal welfare and environmental protection** (Green box, points to 'ASSURED FOOD STANDARDS')
- The Union Flag means that the food is farmed, processed and packed in the UK** (Green box, points to Union Jack)
- Breed of cattle – does not show origin of the meat** (Grey box, points to 'Aberdeen Angus')
- Name and address do not show origin of the meat** (Grey box, points to 'SMITH STORES, ST ANDREWS, FIFE, SCOTLAND')
- Approved premises code – does not show origin of the meat** (Grey box, points to 'UK 0000 EC')
- EU Protected Food Name. Beef from an animal born, reared all of its life and slaughtered in Scotland and guaranteed to be produced by farmers and processors meeting strict quality assurance standards. The words Scotch Beef may appear without the rosette** (Red box, points to 'SCOTCH BEEF')
- "Protected Geographical Indication" symbol** (Red box, points to 'SCOTCH BEEF' rosette)

# Pork



## What should I look for on a pork label?

Country of origin information for pork is not required by law.

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

SMITH STORES

Scottish

# Pork Shoulder Roast

Jim Howard is working in partnership with SMITH STORES on his farm in Fife. Jim is one of our farmers committed to rearing the finest quality farm assured Pork that has natural succulence and flavour.

Price

£/kg

WEIGHT/kg

DISPLAY UNTIL:

USE BY: Storage Instructions

012345 678910

Packed in UK for SMITH STORES, ST ANDREWS, FIFE, SCOTLAND.

UK 0000 EC

SPECIALLY SELECTED PORK

Producers/ Retailers may choose to give origin information

Name and address do not show origin of the meat

Approved premises code – does not show origin of the meat

Pork from pigs born, reared and slaughtered in Scotland under the Quality Meat Scotland Assurance Scheme

**For general labelling enquiries contact:**  
Food Standards Agency  
Tel: 01224 285100  
Email: [scotland@foodstandards.gsi.gov.uk](mailto:scotland@foodstandards.gsi.gov.uk)

**For beef labelling enquiries contact:**  
Scottish Government  
Tel: 0300 244 9149  
Email: [originlabelling@scotland.gsi.gov.uk](mailto:originlabelling@scotland.gsi.gov.uk)