



Membership Application Form and The Cotswold Promise

Introduction

This application should be read in conjunction with the Guide to Cotswold Taste and the Qualifying Product Criteria documents.

The information you provide on this form will be used by Cotswold Taste to determine whether your products are suitable to carry the Cotswold Taste brand. Please note that the decision of Cotswold Taste is final. It is very important that you fill in Section F, The Cotswold Promise.

This Application Form and Qualifying Product Criteria will form the content of any contract between you and Cotswold Taste.

Completed copies of the Application Form, together with your payments (if cheques) should be sent to:

Chris Leibbrandt, Memberships, Cotswold Taste, 23 Theocs Close, Tewkesbury Park, Tewkesbury, Glos. GL20 5TX

If you have any queries or questions about completing the forms, please contact Chris at: 01684-439767, chris@charismaticmarketing.com

You can pay into Cotswold Taste by cheque, electronic bank transfer or directly over a bank counter. Please use the following bank details for electronic or counter payments:

Sort Code: 20-33-83 Account No: 63160912 Account Name: Cotswold Taste

If you pay by cheque, please make it payable to 'Cotswold Taste'

A. About your business

Business Name	
Trading name as you want it to be listed in the Cotswold Taste Directory (if different from Business Name)	
Registered Business Address (please include postcode)	
If the Registered Business Address is outside the Cotswold Taste area (see Annex 1), please give the address of	

premises you use in the area, including the postcode.		
Main contact name		
Main contact's position in company		
Main contact's correspondence address (if different from registered business address above)		
Main contact's email address		
Main contact's telephone number		
Main contact's mobile number		
Business website address		
Legal status of company (e.g. Sole trader, Partnership, Limited Company)		
Type of business (please tick all that apply in relation to your interest in joining Cotswold Taste)	Categories of 'Full Membership'	
	Primary producer (e.g. farmer, woodland owner) <input type="checkbox"/>	Processor (e.g. butcher, brewer, baker) <input type="checkbox"/>
	Supplier <input type="checkbox"/>	Retailer (including farm shops) <input type="checkbox"/>
	Hospitality outlet <input type="checkbox"/>	Professional and Business Support organisation <input type="checkbox"/>
	Categories of 'Associate Membership'	
	Public sector buyer <input type="checkbox"/>	Individual Supporter <input type="checkbox"/>

B. For producers (about the products you sell)

General description of the products you wish to license with Cotswold Taste (this will appear in the Cotswold Taste Directory). No more than 50 words please. There is more space to describe each individual product on the following page.		
Please select the product categories you wish to license with Cotswold Taste.	Beef <input type="checkbox"/>	Lamb <input type="checkbox"/>
	Outdoor reared pork <input type="checkbox"/>	Game <input type="checkbox"/>
	Free range poultry meat <input type="checkbox"/>	Fish <input type="checkbox"/>

A separate section is provided for you to describe each of the products in more detail	Other livestock (state) <input type="checkbox"/>	
	Free range eggs <input type="checkbox"/>	Dairy products <input type="checkbox"/>
	Orchard fruit (whole) <input type="checkbox"/>	Soft fruit (whole) <input type="checkbox"/>
	Processed fruits <input type="checkbox"/>	Outdoor vegetables <input type="checkbox"/>
	Processed butchery products (e.g. pies) <input type="checkbox"/>	Processed bakery products (e.g. bread) <input type="checkbox"/>
	Beverages (state) <input type="checkbox"/>	Honey <input type="checkbox"/>
	Protected crops <input type="checkbox"/>	Ornamentals <input type="checkbox"/>
	Other products (state) <input type="checkbox"/>	

C. For processors/retailers: About your suppliers of product ingredients

If you are a processor *and/or* retailer applying for Full Membership, please give details of the businesses in the Cotswold Taste area from which you source ingredients for the products you wish to license. Please note that the product criteria set thresholds for the minimum content of ingredients that must be sourced from the Cotswold Taste area. You may be asked to provide evidence of proof of purchase.

Note: This section does not need to be completed if you are a primary producer only or are applying for Associate Membership.

Your products	Ingredients	Names and addresses of your suppliers within the Cotswold Taste area

D. About other Quality Assurance Schemes and initiatives you belong to

Membership of other schemes and initiatives that are independently accredited can help demonstrate the quality of your management systems and products. The schemes listed below are examples only; there may be others that are applicable to you, so please identify them.

Please indicate which schemes you are currently a member of. Proof of membership may be asked	Red Tractor <input type="checkbox"/>	Freedom Foods <input type="checkbox"/>
	LEAF Marque <input type="checkbox"/>	Organic <input type="checkbox"/>
	Fair to Nature (Conservation Grade) <input type="checkbox"/>	Pasture for Life <input type="checkbox"/>
	Agricultural Industries Confed. (animal feed) <input type="checkbox"/>	FARMA <input type="checkbox"/>

UK Woodland Assurance	<input type="checkbox"/>	SALSA	<input type="checkbox"/>
Fair Trade	<input type="checkbox"/>	Soil Association Ethical Trade	<input type="checkbox"/>
BRC Global Food Standard	<input type="checkbox"/>	EBLEX Quality Standard	<input type="checkbox"/>
Agri-environment scheme (please state)			<input type="checkbox"/>
Other schemes (please state)			<input type="checkbox"/>

E. Awards you have received or entered over the past 3 years

Please list quality awards which you have entered for your products or services over the past 3 years, and also which ones you have received awards for.

Name of award	Date	Category awarded

F. 'The Cotswold Promise'

[insert Business name] is pleased to support the outstanding natural beauty and special qualities of the Cotswolds. We commit to managing our business in such a way as to actively conserve and enhance the high qualities of the landscape, wildlife and natural resources, the rich heritage and thriving communities of the Cotswolds.

*Please complete the boxes below as applicable/relevant and briefly describe specific activities you are undertaking which demonstrate how you and your products or services support the values of the **Cotswold Taste** brand.*

<p>How we care for the Environment</p>	<p><i>Please briefly describe your current activities and future plans below</i></p>
<p>Maintaining the Cotswolds' distinctive landscape character (land use and features) and its sense of place, including traditional buildings and local materials in new buildings</p>	
<p>Conserving wildlife through management and restoration of natural habitats, and conservation action targeted at distinctive species</p>	
<p>Protecting cultural heritage in archaeology, heritage buildings and constructed landscape features, local breeds and varieties or traditional products; earth heritage (geology and geomorphology)</p>	
<p>Looking after the natural resources of water, soil and air</p>	
<p>For waste and energy: reducing, re-using and recycling</p>	
<p>Reducing the impacts of transport and travel</p>	

<p>How we support the Local Economy</p>	
<p>Employment of local people</p>	

Use of local suppliers/services	
Sales to local consumers	

How we aim to be Socially Responsible	
Investing in our staff (e.g. training, payment of living wage etc)	
Use of fair trade practices (e.g. payment terms)	
Adoption of high standards of animal welfare	
Promotion of people's understanding of the special character of the Cotswolds e.g. Open Farm Sunday, maintenance of public rights of way and access land	

G. Your declaration and understanding

The Person named as the main contact in Part A is asked to sign the following declaration agreeing to abide by the conditions of use of the Cotswold Taste brand.

Failure to comply with this Agreement and/or unauthorised use of the Cotswold Taste brand may result in termination of use of the brand and exclusion from the Scheme.

I/we am/are pleased to support the outstanding natural beauty and special qualities of the Cotswolds; I/we commit to managing my/our business in such a way as to actively conserve and enhance the high qualities of the landscape, wildlife and natural resources, the rich heritage and thriving communities of the Cotswolds.

1. All my/our produce specified in Part B and which will carry the Cotswold Taste brand, is either grown, reared, caught, brewed, or processed within the boundary of the Cotswold Taste designated area as defined by Cotswold Taste
2. I/we undertake to ensure that all non-licensed products will not be labelled with the brand and I/we will not make any claims that they are covered by the brand.
3. As a producer/business, I/we operate in accordance with Trading Standards, Environmental Health, Animal Welfare Standards, and any other relevant UK and European licensing and legislation.

