



## Qualifying Product Criteria

### Introduction

This document sets out the criteria that products licensed to carry the Cotswold Taste branding should meet. It forms part of the Scheme Licence Agreement with scheme members and should be read in conjunction with the Guide to Cotswold Taste, the Member's Cotswolds Promise and the Scheme Licence Agreement.

### A. Unprocessed livestock products

These products include all uncooked cuts of meat and fish, and also honey.

Type of livestock or product	Criteria
Lamb and mutton	Products should be from sheep that have spent at least the last six weeks prior to slaughter grazing pasture in the Cotswold Taste area.
Beef	Products should be from cattle that have either spent the last three months prior to slaughter grazing pasture in the scheme area (supplementary feeding is permitted) or, if yard or barn finished, should have been fed a ration at least 50% of which by weight has been grown in the Cotswold Taste area.
Pork	Products should be from pigs that have spent at least six weeks of their lives outdoors (at rearing and/or finishing) in the Cotswold Taste area.
Poultry meat and eggs	Products should be from poultry that is kept under free range conditions, meaning that the poultry must have continuous daytime access to the open air and stocking densities of at least one hen per four square metres.
Game, rabbit and pigeon	Game, rabbit or pigeon must be shot or caught in the Cotswold Taste area by a person with the legal right to do so.
Wild fish	Wild fish must be caught in the Cotswold Taste area by a person with the legal right to do so.
Farmed fish	Farmed fish must come from a fishery located in the Cotswold Taste area.
Honey	Honey must be derived from hives that have spent at least two months prior to honey collection in the Cotswold Taste area.

## B. Fresh produce

These products include orchard fruit, soft fruit and vegetables (outdoor and protected) that are sold uncooked and whole (i.e. not processed).

Product	Criteria
Fresh produce	These must have been grown in the Cotswold Taste Area.

## C. Processed products

These products include those that have been incorporated with ingredients and/or undergone significant treatment. They include processed meat products such as sausages and pies, dairy products such as milk and cheese, bakery products such as bread, cakes and biscuits and beverages such as cordials, beer, cider and wine.

Product	Criteria
Processed products	At least 25% of the ingredients by weight or volume must have been grown or reared or be produced in the Cotswold Taste Area.