# Qualifying Product Criteria

## Introduction

This document sets out the criteria that products licensed to carry the Cotswold Choice branding should meet. It forms part of the Scheme Licence Agreement with scheme members and should be read in conjunction with the guide to the Cotswolds Choice scheme and 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 scheme 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 scheme 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 scheme 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 within the scheme area by a person with the legal right to do so. |
| Wild fish | Wild fish must be caught within the scheme area by a person with the legal right to do so. |
| Farmed fish | Farmed fish must come from a fishery located within the scheme area. |
| Honey | Honey must be derived from hives that have spent at least two months prior to honey collection in the scheme 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 Scheme 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 from within the Scheme Area. |

## D. Woodland and Craft Products

Woodland products include charcoal, firewood, furniture and coppice products such as hurdles and walking sticks. Other craft products include pottery, paintings and photographs.

| Product | Criteria |
|---|---|
| Woodland Products | At least 25% of the ingredients by weight or volume must have been grown or collected from within the Scheme Area. |
| Other craft products | These must have been created within the Scheme Area. Paintings and photographs should depict or reflect aspects of the Cotswolds such as its landscape, heritage or people. |