

GUIDANCE NOTES

Completing the Beef Labelling Scheme Application Form (for Wales)

Question 1

Enter contact details of the business or individual covered by the application. Include a postal address for correspondence if different from your business address.

Question 2

(a) Tick the appropriate box(es) which applies/apply to your business.

(b) Enter all the names and addresses of the premises from where your business sells beef labelled with claims covered by your application. If all the outlets trade under the same name state the number of branches in each of the countries of the UK. If the application covers one outlet only and the address is the same as in Question 3, enter "as above".

(c) If the beef you supply is sold by other businesses, list the names and addresses of these businesses. Please note that the labelling of the beef supplied by you and sold at the businesses you list must be verified by an independent body (see Question 8) and the costs met by your business.

Question 3

Enter the exact wording of the claims you are applying to use on your labels. *You must send us copies of your labeling information covered by this application.* This should include any website displays and website address. Please note that labelling covers information on tickets, receipts, blackboards, signs, websites and in advertisements and leaflets associated with the beef.

Question 4

Please explain the traceability control system you have in place to guarantee the accuracy of the labelling claims covered by this application. Describe your control system which will be applied at all stages of production and sale (from sourcing of animals, slaughter, cutting/de-boning, packing, through to retail level, as applicable). I.e. you must have a control system in place which enables the beef that you sell or supply to be traced back to the animal or group of animals from which it was derived. Depending on your type of business, the control system which supports your labelling claims could include the use of cattle passports and eartags, slaughterhouse records, documents from your supplier(s), computer traceability system and records within your business.

Question 5

Indicate what actions you will take should your supplier(s) breach the rules of the Scheme.

Question 6

Enter the name of your nominated verifier from the list provided. It is a requirement of the EU Regulations that an independent body must be employed to verify the claims you are making. The verifier you employ must have no conflict of interest with any part of the production and marketing chain of the beef you sell. In order to obtain the most competitive price you are advised to contact a number of verifiers for quotes before nominating one. When consulting any of the verification bodies you must ask how they intend to verify your claim(s).

Question 7

Your nominated verifier will need to inspect your control system and to trace whether your labelling claims are accurate. Your records will be used for this purpose. Please briefly explain how your verifier will ensure that your claims are accurate and describe the controls to be carried out by the verifier. *Before completing this question, you will need to contact your nominated verifier to ask for a description of their controls.*

Questions 8-10

If you are importing (or exporting) beef using any of the labelling information listed at Question 5 of the application form, you will need to ensure that you or one of your suppliers has sought approval from each of the countries involved in the supply chain from farm of origin to end retailer. It is possible that your suppliers will have already applied and received approval for the claims you intend to make, knowing that the beef is to be exported to the UK. If, however, approval has not been sought from the country or countries of production and slaughter, you will need to do so before the Welsh Government can approve your application. The Welsh Government can supply you with a list of competent authorities in the other Member States of the EU. Your suppliers should be able to put you in touch with authorities in countries outside the EU. Where you are making a claim about beef that has been imported from outside the EU, the competent authority in the exporting country (and any other country involved in the production and marketing chain) will need to notify the European Commission before the Welsh Government can consider your application.