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DEPARTMENT OF AGRICULTURE & FOOD

Application for protection under Regulation 2081/92 of 14 July 1992, on the protection of geographical indications and designations of origin for agricultural products and foodstuffs.

1. Application for Registration as:

Protected Designation of Origin (PDO)

Protected Geographical Indication (PGI)

Traditional Speciality Guaranteed (TSG)

2. Product Name: "Timoleague Brown Pudding".

3. Application Group Name: Timoleague Pork and Pudding Processors.

Individual Name (if applicable): MI. Staunton & sons Ltd

Address: Spital Cross, Timoleague, West Cork

Telephone: 023-46128

Fax No: 023-46066

Name & Addresses of Group Members:

Mr Anthony Staunton, MI. Staunton & Sons Ltd., Timoleague, West Cork

Mr Liam Ryan, Burren, Kilbrittan, West Cork

Mr Martin O'Donovan, Carhue, Timoleague, West Cork

Mr Donal Holland, Lislevane, Bandon, Co Cork

Mr Maurice Sheehey, South Ring, Clonakilty, West Cork

Mr Jerry O'Regan, Lislevane, Bandon, Co Cork

4. Type of Product:

The pudding is a long cylindrical sausage shape, and is made of Pig blood,
Pork trimming, cereal, fresh onions, seasonings, spices and natural casings.

Tick ONE of the categories below to show what type of product you are applying to register. Please note that wine products or spirit drinks cannot apply for registration.

Category:

- Cheeses
- Fresh Meat and Offal
- Meat based products (cooked, salted, smoked etc.)
- Other Animal Products (eggs, honey, milk products excluding butter)
- Oils and fats (butter, oils etc.)
- Fruits, vegetables and cereals (processed and unprocessed)
- Fresh fish and fish based products
- Bread, pastry, cakes, biscuits, confectionery
- Beverages made from plant extracts
- Beer
- Natural mineral water and spring waters
- Natural gums and resins

5. Geographical area: Village of Timoleague and a radius of 6 miles.

for PDO and PGI applicants only. Define below the geographical area.

Provide separately a map delineating the area.

Please see map enclosed

- Does production take place in this area? Yes No
- Does processing take place in this area? Yes No
- Does preparation take place in this area? Yes No

- Do all raw materials used in production of the product originate in this area? Yes No

If the answer to any of the questions at No.5 above, is NO, please explain Why and specify what other areas are involved - use a separate sheet if necessary.

All key meat based ingredients are derived from pigs sourced in the immediate locality. Ancillary ingredients i.e. spices, onions, cereals and casing, aren't available in the immediate locality and are sourced from a number of food approved quality suppliers
(see question 7 for details)

6. **For individual applicants only.** How does the geographical area defined differ from neighbouring areas? Are you the only producer of this product? *N/A*

7. **Raw materials:**

Pig blood , Pork trimming, Cereal, Fresh onions, Seasonings, Spices and casings.

List of raw Materials	Please state the source area of the raw materials
<i>Pig Blood</i>	<i>Derived from Pigs sourced within a six mile radius of Staunton's plant in Timoleague.</i>
<i>Pork Trimming</i>	<i>As above.</i>
<i>Cereal</i>	<i>Flavahans, Kilmacthomas, Co. Waterford.</i>
<i>Fresh onions</i>	<i>Bandon Co-op, Bandon, West Cork. (Within ten miles of Stauntons Plant in Timoleague.)</i>
<i>Casings</i>	<i>Tullamore casings, Co. Offaly.</i>

8. Describe the main characteristics of the product: *Brown Pudding: Dark Brown in appearance, can be cooked without casing due to the binding qualities of the fresh raw material. The traditional blend of fresh blood and fresh raw material gives it its unique flavour and characteristics. (The use of fresh blood in pudding production is an extreme rarity in more recent times.)*

Description	Explain how these characteristics are different to similar products
<p>Physical appearance: <i>Long cylindrical sausage shaped brown pudding rings.</i></p> <p>Shape: <i>Long cylindrical sausage shape.</i></p> <p>Size: <i>The pudding has a variable weight of 0.75 - 1 kg approx., due to the fact that it is manufactured in a natural casing. This being the traditional method of production in the area.</i></p> <p>Colour: <i>Brown.</i></p> <p>Texture: <i>Eminent food writers have testified to the unique texture of Staunton's Puddings (see appendices 2 and 3).</i></p>	<p><i>"The use of natural casings gives a curved ring shape which is the traditional shape of white, brown and black puddings. This gives a homemade/locally produced feel to their products. This is more attractive than the straight shape of some other brands I have tasted" -Brenda Costigan, Food writer for the Sunday Independent.</i></p> <p><i>"The pudding holds its shape well and doesn't crumble like some of the brands I've tasted. At the same time it doesn't remain totally inert and unmoving like other brands tested" -Brenda Costigan Food writer for the Sunday Independent.</i></p> <p><i>"The texture and taste of the Staunton's Pudding is unique.</i></p>

Flavour:

"The puddings are made in the traditional cylindrical shape, but the texture and taste of Staunton's puddings is unique. As fresh blood is used, the taste of Staunton's puddings is very clean and agrestic, with none of the flatness of flavour associated with other puddings made from frozen blood. The fact that all production is carried on in house and that the source of all ingredients is local and traceable, is undoubtedly a factor in creating this fresh flavour. The spicing is also correctly achieved, giving a strong note of pepper, which is traditional, thus with the combination of blood, oatmeal and spicing a most impressive pudding is formed."

"The use of oatmeal in the production of the pudding gives an excellent and very pleasing texture to the brown pudding and I believe the balance of oatmeal used is perfect, unlike the commercial puddings made from large scale production where the use of oatmeal is frequently excessive.

John McKenna, Eminent Food Critic.

"The flavour of the brown is very good, nicely seasoned without being totally over flavoured. It also has an attractive pepper after taste which is unique among brands I tested"

-Brenda Costigan, Food writer for the Irish Independent.

<p><i>Above all, the flavouring of the pudding, whilst assertive, is balanced with no single ingredient or flavouring allowed to dominate. This means the culinary uses for Staunton's pudding are considerable and it should not be considered merely as part of a traditional Irish breakfast. This pudding could be used in any savoury cooking as a partner to leeks in a vinagrette, oysters in a mustard sauce with barley and other grains in a stew, in a myriad of different ways".</i></p> <p>John McKenna - eminent food critic.</p>	
<p>Any relevant microbiological quantities?</p> <p><i>Please see Appendix 1- Technical report by University College Cork.</i></p>	
<p>Any relevant chemical quantities?</p> <p><i>Please see Appendix 1- Technical report by University College Cork.</i></p>	
<p>Any relevant organoleptic characteristic?</p> <p><i>Please see Appendices 2 and 3, independent testimony by eminent food critics/writers.</i></p>	

Any further description you wish to add:

The fact that Staunton's source their pigs from a select group of local suppliers, within a six mile radius of their facility ensures that all raw ingredients for the puddings are from pigs slaughtered in-house. This ensures the Stauntons are self sufficient in raw material and also ensures ultimate traceability, a distinction, which is unfortunately becoming less and less common among pudding producers. This combined by the fact that to date all pigs slaughtered by Stauntons have been totally free of Salmonella and that the company is currently implementing HACCP, an internationally recognised Food Safety Programme, thus ensures that the consumer can be confident of the highest standards with regards to Stauntons Puddings.

9. Describe how the main characteristics are linked to the geographical area and influenced by its environment. PDO/PGI only.

An original local West Cork product, the Stauntons family recipe is derived from the centuries old tradition of pork based pudding production in West Cork. The Stauntons source their pigs from a select group of local suppliers within a six mile radius of their facility. As a result all the raw ingredients for the puddings are from pigs slaughtered in-house. This ensures the Stauntons are self sufficient in raw material, a distinction which is unfortunately becoming less and less common among pudding producers. The fact that the pigs are fed ration from local grain grown in the fertile fields of West Cork underlines the local distinctiveness of this product and is another reason for the quality of the raw material available in the immediate locality. Teagasc specialists and local farmers have confirmed that the moderate climate in West Cork, allied to the low industrial base, good farm management and disease free status of the naturally fertile soils all add to the distinctiveness and quality of the grain grown locally and in particular in the Barryroe area, surrounding Timoleague. Only quality pigs are selected for slaughter which ensures the ingredients utilised for pudding products are of the highest standard. With todays emphasis on traceability it is comforting to know that Stauntons emphasis on local quality production ensures they know exactly where their raw material comes from and how well it has been treated prior to transport to the factory.

The fact that no pigs have to travel further than 6 miles or for more than half an hour to the factory ensures the animals are well looked after and not as stressed as animals who have to travel long distances prior to slaughter. The Stauntons firmly believe that this stress minimisation and the better handling of animals results in a better quality raw material and therefore a better quality end product. Only fresh blood is used in the production of Stauntons Puddings ensuring this key ingredient is traceable and approvable as it comes from local pigs slaughtered in-house which are consistently monitored by Department of Agriculture officials. Many competitors source blood from a third party or use dried or frozen blood with a resultant loss of freshness and traceability. The inclusion of significant amounts of oatmeal ensures Stauntons pudding has a unique texture, binding quality and taste and also ensures that their method of processing differs from that of the puddings produced on the Eastern Seaboard.

10. Describe how the product will be labelled.

The existing company logo will be used along with strong emphasis on the wording 'Timoleague Pudding'. The company also intends to use the European wide logo illustrating PGI designation.

11. Describe each stage of the method of production including where appropriate the authentic local methods used.

The process of pre-soaking pig blood in oatmeal is a continuation of the traditional West Cork method of combining blood and cereal in a pudding to give it its distinctive regional texture and taste. The following morning the remaining ingredients are minced together in a large chopping bowl. The minced ingredients are blended into the blood mixture and placed in the beef casing via a vacuum filler. Once filled, the puddings are boiled in water for fifteen minutes. After boiling they are taken out and left to cool. The cooked pudding rings are delivered to shops in approximately 2,4 and 7 kg (5,10 and 15 lb) weights. These are cut into various weights by the individual shop owners.

12. Describe the history of the product:

A long established West Cork tradition when slaughtering a pig for home consumption was to use all edible by products for the process and manufacture of puddings. It was also very much a traditional practice to add oatmeal in this process to give the pudding flavour and texture. Michael Staunton senior learned his craft as a butchers apprentice in different West Cork towns where he saw different types of pudding being produced. He modified and further developed the process resulting in the emergence of his unique recipes for Stauntons Brown and White pudding. In 1954 Michael Staunton senior opened his own butcher shop in the small town of Timoleague in West Cork. He also engaged in retailing pork, beef and lamb. With the opening of the shop in 1954 Mr. Staunton also began production of loose linked sausages and home-made pork puddings. The puddings based on a family recipe soon gained popularity in the locality. In the early 1980's the butcher shop closed but his sons Anthony and Fachtna continued the retail business, specialising in the production of pork puddings. Today the Stauntons slaughter 400 pigs a week on their premises in Timoleague and the by-products are used directly in the preparation of the puddings. The Stauntons have since developed a new purpose built factory for the slaughter of animals and the manufacture of puddings. They have already been granted an export licence and are currently completing the implementation of a HACCP system on site. Stauntons have previously won the Irish Master Butchers award for their puddings and have only just won Best Deli Product award in the Tesco National Food Awards.

13. Has there been any technological changes to the specification in recent years?

Yes No

If Yes, please give details, use separate sheet if necessary.

14. State what procedures are in place to ensure product specification is complied with.

The main procedure used to ensure consistency and high specification is the internationally recognised HACCP Food Safety system. That coupled with the fact that the factory is up to export standard with a full time veterinary presence ensures product quality and specification are consistently to the highest standard.

15. Inspection Structures

(From 1st January 1998 Inspection bodies must meet requirements of EN45011).

NAME OF INSPECTION BODY: The Department of Agriculture.

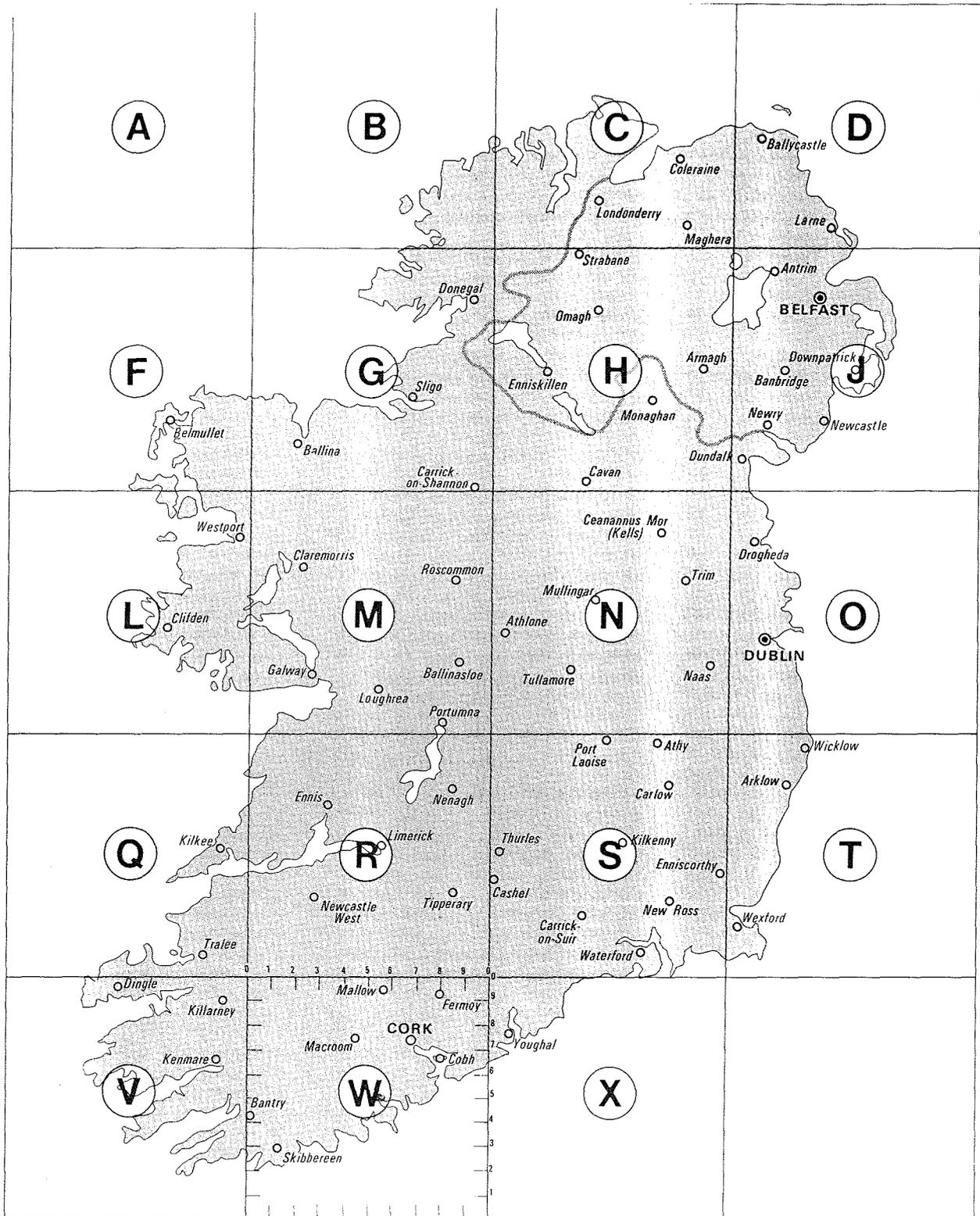
Contact name within the inspection Body: Michael O'Leary (MRCVS)

ADDRESS: Department of Agriculture and Food, Kildare St., Dublin 2.

TELEPHONE NO: 01-6789011

16. Completed application forms should be returned to:

Food Division, 6 West, Department of Agriculture, Food and Forestry,
Kildare Street, Dublin 2. Tel No: (01- 6616263)



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