

EC Regulations on Protection of Geographical Indications and Designations of Origins

Application Form: Registration PDO Fast Track

The following information must be provided by producers/processors wishing to apply for the registration of Community protection of a designation of origin or a geographical indication for an agricultural product or a foodstuff under Regulation (EEC) No.2081/92, which is currently legally protected or established by usage.

A separate application is required for each agricultural product or foodstuff.

The completed application form together with all supporting documentation and the application fee should be sent to The Quality Council of Food from Britain, 301-344 Market Towers, New Covent Garden Market, London SW8 5NQ.

1. Name of the agricultural product or foodstuff for which registration is sought

DOVEDALE

2. Type of Product

CHEESE

3. Name of the Applicant

DAIRY CREST LIMITED

4. Name and address of the person responsible for co-ordinating the Applicant's activities in respect of this application

Agent: Haseltine Lake Trademarks

Contact: Miss Hoda Barakat

Address: Hazlitt House, 28 Southampton Buildings, Chancery Lane,

London, WC2A 1AT

Telephone: 071-242 4176 Fax No: 071-404 7028

5. Details of the Applicant

The address of the production/processing unit of the applicant is:

Dairy Crest Limited, JM Nuttall, Hartington Creamery, Buxton, Derbyshire

- We confirm that we are the only producer of the product or foodstuff in the geographical area defined in the application
- Hartington in the County of Derbyshire has been a blue cheese manufacturing site since approximately 1870;
- Dairy Crest Limited is probably the largest UK English cheddar and regional cheeses manufacturer producing approximately 65,000 tonnes of cheese per annum;
- The milk used for this cheese is drawn from the Peak District from local farms. The temperate climate of the Peak District being of crucial importance to the production of this cheese which contains 96.5% whole milk.
- The Applicant's expertise and years of experience in producing blue cheeses, e.g. Stilton, are used in the production of this cheese as are the traditional blue cheese methods of Hartington.
- The cheese originates in this area due to Hartington's reputation in the production of blue cheese and its use of authentic, unvarying local methods which utilise Hartington's traditional blue cheese skills.

6. Product Specification

A product specification is provided as Schedule 1.

7. Details of the Current Trade Mark or Evidence to Demonstrate that the name has become Established by Usage

- There is a trade mark registration for the mark DOVEDALE, No.1521883, a copy of the registration certificate is attached as Schedule 2.
- The name had also become established by usage in major multiple stores since 1991.

8. Undertaking

Subject to the entry of DOVEDALE in the Community Register of protected designations of origin and protected geographical names.

We undertake to:

- (i) Produce/prepare DOVEDALE in accordance with the registered product specification;
- (ii) Provide the authorised inspection body, during normal working hours, access to all the Group's units where the agricultural product or the foodstuff subject to Community protection of a designation of origin or a geographical indication is produced, prepared and/or stored and to all relevant records and supporting documentation.
- (iii) Pay all appropriate charges relating to the Scheme.

Signed on behalf of the Applicant/Applicant Group

Name: Haselbine Lake TMs

Position: Trade Mark Agents

Date: 20th January 1994

Our Ref:38876/001.....

SCHEDULE 1PRODUCT SPECIFICATION1. Product

Dovedale

2. Legal Description

Blue Veined Full Fat Soft Cheese

3. Manufactured

Dairy Crest
Dove Dairy
Hartington
Buxton
Derbyshire

4. Definition of Geographical area

The geographical area referred to in this application is fifty miles from Dovedale

5. Available as/pack size

| | | |
|------------|--------------|----------------------------------|
| Weight: | Av - 2.5kg | Range - 2.0 - 2.75 kg |
| Shape: | Cylinder | |
| Dimension: | Approx Range | Height 60-80mm Diameter 200mm |

6. Physical Characteristics/Product Description

- | | | |
|------|------------------------------|--|
| i) | Appearance: | Creamy white with uniform blueing |
| ii) | Body and Texture: | Smooth and open |
| iii) | Flavour: | Clean, distinctive, free from off and yeasty flavours and taints, and foreign bodies |
| iv) | Free from all foreign matter | |
| v) | Age at Despatch: | Normally between 3-4 weeks from manufacture. However, providing cheese quality is satisfactory, cheese may be despatched outside these limits. |

7. Ingredient Declaration

No added ingredients other than starter, rennet and salt,

blue mould culture as permitted by 1970 Cheese Regulations without declaration on label.

8. Nutritional Information

100g gives you:

| | |
|--------------|----------|
| Energy | 1391 kJ |
| | 336 kcal |
| Protein | 18.8 |
| Carbohydrate | Nil |
| Fat | 30.0g |

9. Recipe/Formulation

| <u>Ingredient</u> | <u>Typical Content</u> |
|--------------------|------------------------|
| Whole milk | 96.5% |
| Starter Culture | 0.5% |
| Rennet | Trace |
| Blue Mould Culture | Trace |
| Salt | 3% |

10. Raw Material Specifications

All ingredients are purchased from approved suppliers in accordance with BS5750 Quality Management System.

11. Finished Product Standards

Tested in accordance with Dairy Crest Standard Methods

i) Chemical Composition (at despatch)

| | <u>Target</u> | <u>Range</u> |
|------------|---------------|--------------|
| % Moisture | Max 60 | 40-60 |
| %Fat | Min 20 | 25-35 |
| %Salt | N/A | 2.0-4.0 |
| pH | N/A | 5.0-6.0 |

ii) Microbiological Specification (at despatch)

| | <u>Target</u> | <u>Acceptable</u> | <u>Reject</u> |
|------------------------|---------------|-------------------|----------------|
| Coliform/g | < 100 | 100-1000 | >1000 |
| E Coli/g | < 50 | 50- 500 | > 500 |
| Staphylococcus aureus | | | |
| (coagulase +ve) | < 20 | 20- 100 | > 100 |
| Listeria monocytogenes | Absent | Absent in 25g | Present in 25g |
| Salmonella | Absent in 25g | | Present in 25g |
| (2 samples/Yr) | | | |

12. Shelf Life

32 days from day of despatch.

13. Coding

Inner

N/A

Outer

Best Before, Product description,
Weight, Packing date and OMAC code.

14. Weight Control

Cheese supplied to individual random weights.

15. Metal Detection

This product is not subjected to metal detection at present.

16. Packaging

Inner

Foil wrap to whole cylindrical shaped cheese.
Shrink wrap film overwrap.
Aluminium foil 0.007 - 0.055 gauge
PVC coated.

Outer

Pre-formed cardboard case.
Dimensions 224 x 224 x 80mm
internal.

17. Current Labelling

Inner

Pre-printed label *

Outer

Thermal Printed label *

* See attached sheet for examples.

18. Palletisation

Maximum number of cheese/pallet - 200 stacked on a standard pallet - 20 cheese/layer. 12 layers high. The pallet is secured by strapping, corners and edges of cartons on top layer are protected with v-board cardboard edging strips.

19. Storage/Handling

Cheese is stored during maturation at 8-14°C and 80-90% Relative Humidity (RH). The product is despatched in a clean, refrigerated vehicle at 5°C.

20. General

All processes and procedures to be carried out under hygienic conditions and in accordance with good manufacturing practices of the Dairy and Food Industry. The product to comply with all relevant UK and EEC Statutory Requirements.

No changes to occur to product specification without prior agreement from Technical Service Department, Dairy Crest, Crudgington, Telford, Shropshire TF6 6HY.

21. Details bearing out the link with the geographical environment or specified geographical origin

The processes by which DOVEDALE cheeses are made, although ascertainable as to time, temperature, amount of salt and time of ripening, needs also, to be successful, to be augmented by a good deal of local knowledge and know how of the above mentioned producer in the said area. Evidence suggests that DOVEDALE cheeses must be made in the said area and therefore that any cheese made under the same process in a different geographical area could not bear the name. Attached is a statement of the method of production of this cheese.

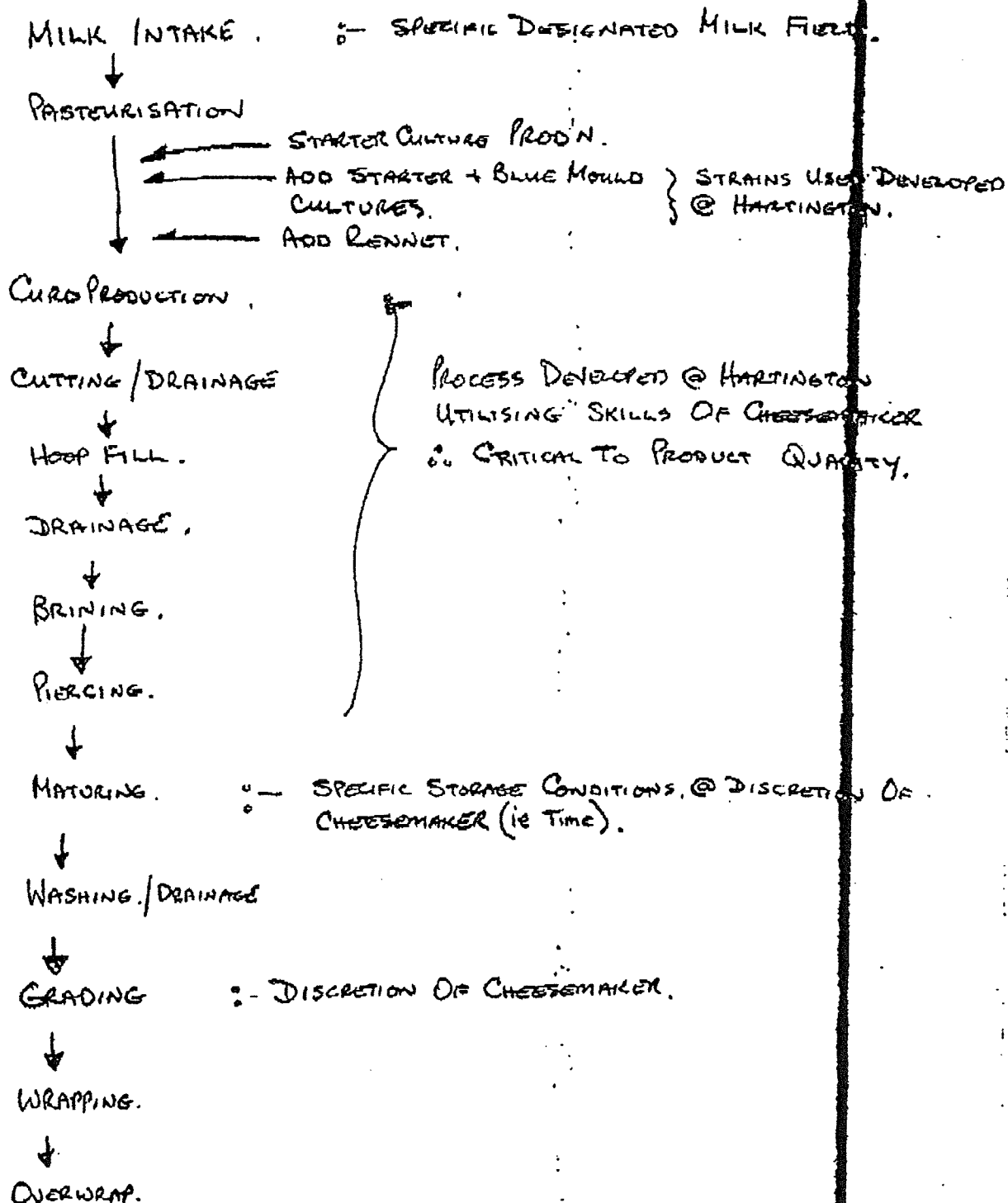
22. Proposed Labelling details

Provided that the present Application is accepted, DOVEDALE labels will bear the European Community logotype as well as the word DOVEDALE in order to inform the public that the product has been granted a Protected Designation of Origin.

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DONEDALE PROCESS FLOW DIAGRAM





(nom d'une rivière)



DOVEDALE

Geographical area :

**Derbyshire
Nottinghamshire
Staffordshire**

DOVEDALE

1. Justification of the link between the product concerned and the defined geographical area as referred to in Article 2(2) (a). Additionally that the quality and characteristics"are essentially due to a particular geographical environment"

The milk for Dovedale is produced at Hartington in Derbyshire from milk produced in the counties of Derbyshire, Nottinghamshire and Staffordshire. This area is ideal for production of the grass which the cows that provide the milk for the cheese graze upon. At peak times it is necessary to bring milk in from the neighbouring counties of Shropshire and Cheshire, this is compared to the local milk and blended to produce milk which is directly comparable to that used at other times.

The production of the cheese within the creamery is carried out by three staff only, the consistent quality of the cheese is highly dependent on their skills which have been handed down from generation to generation. The cheese is ripened within the creamery where the unique flora of bacteria and moulds influence significantly the individual characteristics of the cheese.

2. Proof of usage

Attached is a label and a copy of two cuttings from magazines referring to Dovedale.

3. Justification for the criteria laid down in Article 1 of Regulation (EEC) No 2037/92

a) authentic and unvarying local methods.

The creamery first opened in the 1870's, it started to produce a blue cheese, Stilton, in 1886. The current workforce is drawn from the same area, and quite often, the same families as the original workforce in the 19th century. The cheese is produced by three members of this current staff. The skills involved have been passed down from generation to generation and result in a constant and high quality product.

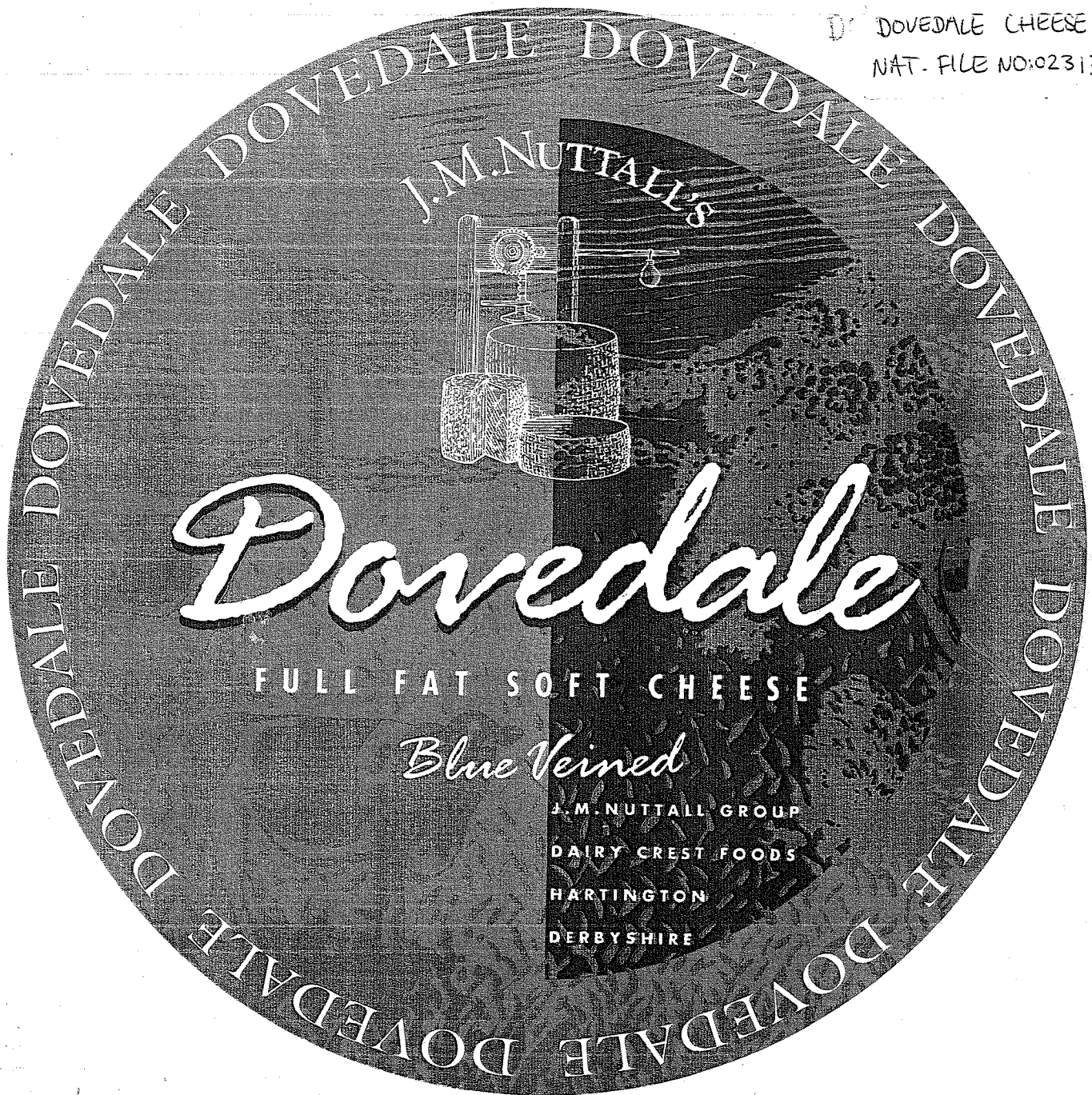
b) the geographical area defined possesses characteristics which differ appreciably from those of neighbouring areas, and/or the characteristics of the product are different.

The product is unique to the area it is produced in. The manufacturing process involves different starter cultures, fat, acidity and moisture levels to other blue cheese. The cheese is dipped in brine during maturation. This process is unique to Dovedale within the United Kingdom and produces a cheese with a soft creamy texture. The atmosphere in the dairy's ripening stores with its unique form of bacteria, yeasts and moulds contributes to the flavour and texture of the product.

4. Inspection Body

Ian Millward Cheese Services
Manor House
Thornton Rust, Leyburn
North Yorkshire DL8 3AN

D^o DOVEDALE CHEESE
NAT. FILE NO:02313



Dovedale

FULL FAT SOFT CHEESE

Blue Veined

J.M. NUTTALL GROUP
DAIRY CREST FOODS
HARTINGTON
DERBYSHIRE