

WP5 Scottish Case Study

Specially Selected Scotch Beef



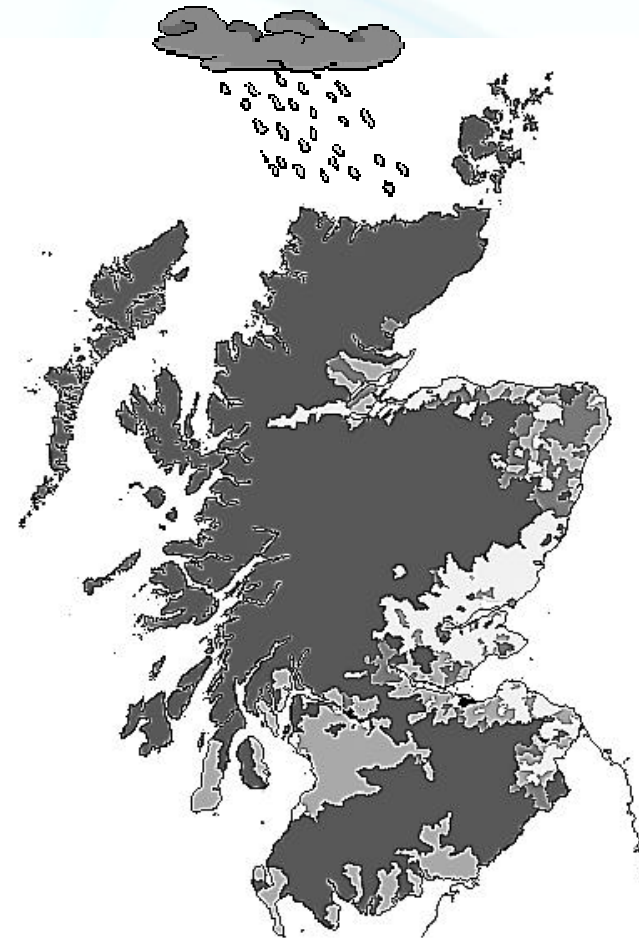
1. General information

OLP: Scotch Beef, (SSSB)

Product: fresh & processed
beef

Denomination: PGI (1998)

Area: Scotland

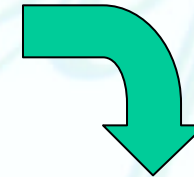
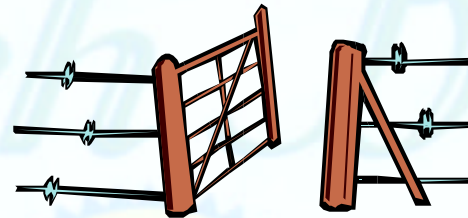


2. Characteristics

Basis of PGI status:

Product derived from an integrated system of Quality Assurance Schemes that addresses:

Quality



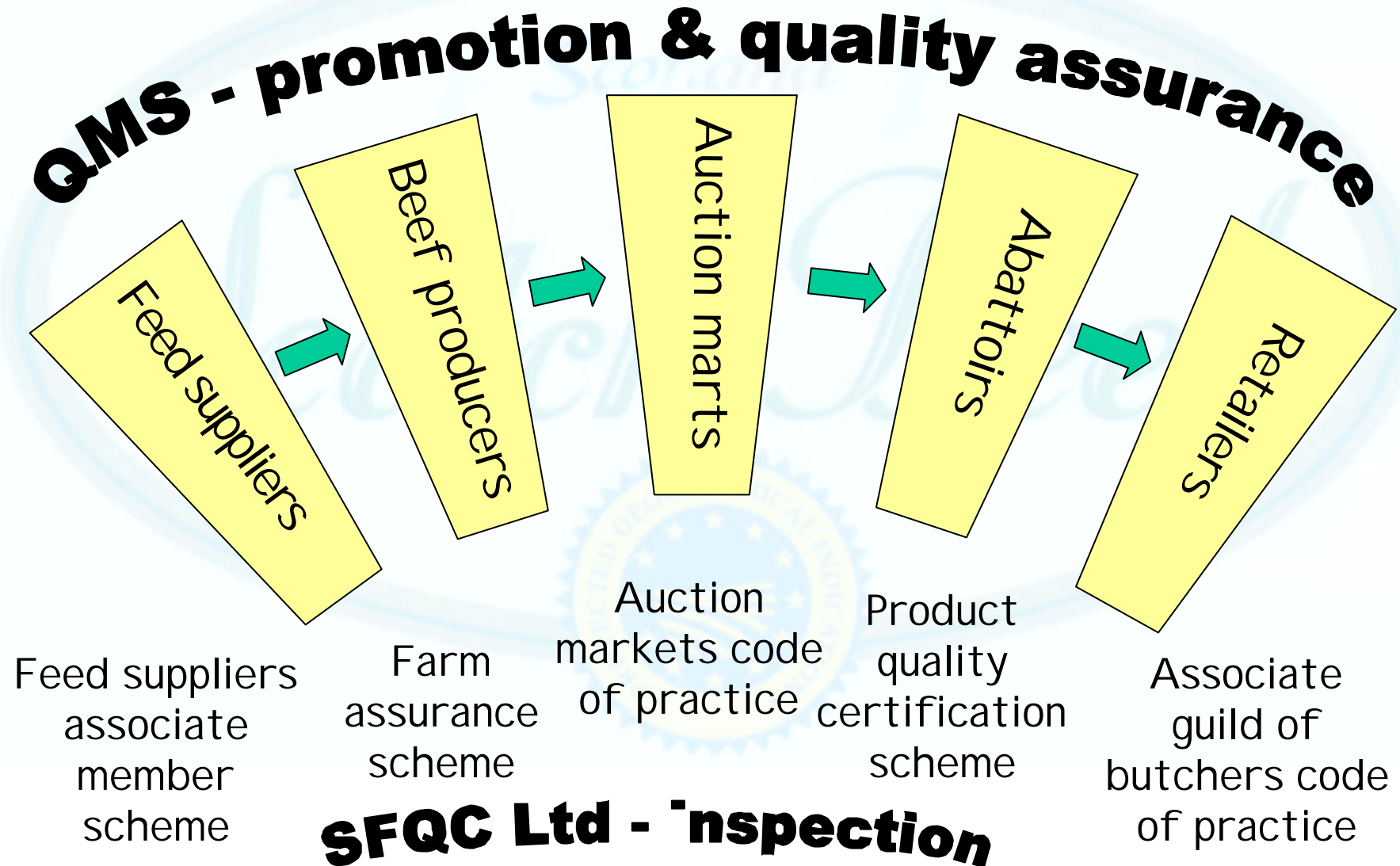
Consumer safety

Animal welfare



at all stages of the Scottish supply chain.

3. Production chain links



4. Rural development links

Till now, weak & indirect:

Beef production support schemes
Scottish Rural Development Plan

But changing:

“Targeting of national envelop funds at producers who are members of certified quality assurance schemes underlines our commitment to quality production in Scotland”

Ross Finnie, Minister for Environment & Rural Development 18/9/02

The future:

Using PGI as springboard for VA business

Scotland

Scotch Beef

