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REGULATIONS GOVERNING USE

The following Regulations govern the use of
UK Collective Mark

In the name of **Levels' Best**
Application No 2412506.

**In compliance with the
TRADE MARKS ACT 1994**

Submitted by
Somerset Food Links Ltd
10 -11 Bridge Barns, Long Sutton, Langport, TA10 9PZ

TRADE MARKS ACT 1994

UK Collective Mark Application
No. 2412506 in Classes 29, 30, 31, 32 & 33
In the name of **Levels' Best**

REGULATIONS GOVERNING USE

The following Regulations govern the use of UK Collective Mark

Application No 2412506.

1. Definitions

In these Regulations:

- **“Collective Mark”** refers to the representation of the UK Collective Mark Application No 2412506 by the logo found in Annex A
- **“Member”** is a farmer, grower or processor of food and drink products
- **“Associate Members”** are businesses that serve (B&B's, guest houses, public houses, inns, restaurants, hotels, tea rooms, cafés, etc.) or sell (farm or village shops) the food and drink produced by the members
- **“The Company”** is Somerset Food Links Ltd. A company limited by guarantee, Registered in England No. 4903845 of 10 – 11 Bridge Barns, Long Sutton, Langport, Somerset, TA10 9PZ.
- **“Parishes”** the parishes of the geographic area known as the Somerset Levels and Moors. Parishes listed in Annex B.
- **“Qualifying criteria”** for Members are set out in Annex C
- **“Code of practice”** for Associate Members is set out in Annex D
- **“Regulations”** means this document. Headings in the Regulations are for convenience only and shall not affect their interpretation.
- **“In conversion”** By prior agreement with the Company for product or products that do not fully comply with the Regulations but will do so within 24 months of the date of the agreement.

2. Who is authorised to use the Mark

There are two categories of authorised membership

- Members and Associate Members
- The Register of Members and Associate Members is available for inspection between the hours of 9am and 5pm Monday to Friday (excluding Public Holidays) at the offices of:

Somerset Food Links Ltd,
 10 – 11 Bridge Barns
 Long Sutton
 Langport
 Somerset
 TA10 9PZ
 Tel: 01458 241401
 Email: enquiries@foodlinks.org.uk

The Company accepts no legal liability in relation to products and services offered by Authorised Users of the Mark. The Mark purely indicates that Members and Associate Members comply with the qualifying criteria.

3. The purpose of the Mark

The purpose is to govern the use of the Collective Mark by persons and businesses authorised to use it through compliance with these Regulations.

4. The Conditions of use of the Mark

4.1 Conditions of use of the Mark are governed by:

- Qualifying Criteria for Members as set out in Annex C
- Code of Practice for Association Members as set out in Annex D

4.2 The Collective Mark shall only be used by authorised Members in accordance with the Qualifying Criteria for Members (Annex C) and by Associate Members in accordance with the Code of Practice for Associate Members (Annex D)

4.3 It is a condition of the use of the Mark that Members and Associate Members do not use it in any printed advertisement or printed publicity matter directed primarily to the market in the United Kingdom and the Isle of Man or in retail point of sale display material for use within the United Kingdom and the Isle of Man without indicating that it is a Collective Mark

4.4 It is a condition of the use of the Mark that Members and Associate Members inform the Company of any changes to their food and drink products and/or services that will alter their eligibility to use the Mark. Failure to do so may result in the Company informing the local Trading Standards who may institute proceedings under the Trade Marks Act 1994.

4.5 It is a condition of use that the Mark must not be used to mislead a consumer into believing that the Mark relates to the business as a whole, or other products and services or that do not fulfil the Qualifying Criteria and the Code of Practice.

4.6 During an “in conversion” period of up to 24 months, the Mark may not be used.

5. Conditions of Membership

- 5.1 On application to the Company to become a Member, a representative of the Company will visit the proposed Member to ensure they comply with the Qualifying Criteria
- 5.2 On application to the Company to become an Associate Member, a representative of the Company will visit the proposed Associate Member to ensure they comply with the Code of Practice
- 5.3 Authorised Members and Associate members will be obliged to renew their membership on an annual basis with a declaration of continued fulfilment of the Quality Criteria and/or the Code of Practice and payment of an annual fee that will not exceed £100
- 5.4 The Company reserves the right to make spot checks to ensure conditions of membership are upheld

6. Sanctions against misuse of the Mark

The Company has the right to require Members and Associate Members to immediately cease using the Collective Mark if that person or business is deemed not to be adhering to the Qualifying Criteria or the Code of Practice.

If, having moved to an area outside the qualifying area (see Annex B) and therefore cease to provide conservation and environmental benefits to the wildlife and landscape of the Somerset Levels and Moors, and the party continues to use the Mark on an unauthorised basis, local Trading Standards will be notified and proceedings may be instituted under the Trade Marks Act 1994.

In the case of any dispute, correspondence should be addressed to the Director of Somerset Food Links Ltd.

7. Power to amend

The Company reserves the right to change the Regulations at any time provided that the Registrar of Trade Marks has approved such amendments. The annual renewal form will inform Members and Associate Members of any amendments and proposed changes to the Regulations that are to be implemented.

Annex A



Logo as registered with the Patent Office – date

Annex B

List of parishes within the geographic area of the Somerset Levels and Moors which provide the qualifying provenance for the use of this Collective Mark.

		Somerset Levels and Moors parishes
Coastal	1	Berrow
	2	Brean
	3	Brent Knoll
	4	Bridgwater
	5	Bridgwater without
	6	Burnham without
	7	Burnham-on-Sea and Highbridge
	8	Cannington
	9	Chilton Trinity
	10	East Huntspill
	11	Lympsham
	12	Otterhampton
	13	Pawlett
	14	Puriton
	15	Stockland Bristol
	16	Stogursey
	17	Wembdon
	18	West Huntspill
Northern	19	Axbridge
	20	Badgworth
	21	Chapel Allerton
	22	Cheddar - excluding Cheddar Gorge
	23	Compton Bishop
	24	East Brent
	25	Mark
	26	Rodney Stoke
	27	Weare
	28	Wedmore
	29	Wookey
Peat Zone	30	Baltonsborough
	31	Butleigh
	32	Compton Dundon
	33	East Pennard –west of the A37 only
	34	Glastonbury
	35	Godney
	36	Meare
	37	North Wootton
	38	Sharpham
	39	Street
	40	Walton
	41	West Bradley
	42	West Pennard
Polden Villages	43	Ashcott
	44	Bawdrip

	45	Burtle
	46	Catcott
	47	Chedzoy
	48	Chilton Polden
	49	Cossington
	50	Edington
	51	Greinton
	52	Moorlinch
	53	Shapwick
	54	Stawell
	55	Woolavington
Southern Moors		
	56	Aller
	57	Ash
	58	Barrington
	59	Chilton Cantelo
	60	Curry Rivel
	61	Drayton
	62	Fivehead
	63	Hambridge and Westport
	64	High Ham
	65	Huish Episcopi
	66	Ilchester
	67	Isle Abbots
	68	Isle Brewers
	69	Kingsbury Episcopi
	70	Langport
	71	Long Load
	72	Long Sutton
	73	Martock
	74	Muchelney
	75	Mudford – north of River Yeo and West of A359
	76	Pitney
	77	Somerton
	78	Stocklinch
	79	Tintinhull
	80	Yeovilton
The Mump		
	81	Burrowbridge
	82	Creech St Michael
	83	Durston
	84	Lyng
	85	Middlezoy
	86	North Curry
	87	North Petherton
	88	Othery
	89	Ruishton
	90	Stock St Gregory
	91	Thornfalcon
	92	Thurloxton
	93	Westonzoyland

North Somerset Levels and Moors		
North		
	94	Backwell
	95	Banwell
	96	Bleadon
	97	Clapton-in-Gordano
	98	Clevedon
	99	Congresbury
	100	Easton-in-Gordano
	101	Kenn
	102	Kewstoke
	103	Kingston Seymour
	104	Locking
	105	Nailsea
	106	Portbury
	107	Puxton
	108	St. Georges
	109	Tickenham
	110	Walton-in-Gordano
	111	Weston-in-Gordano
	112	Weston-super-Mare
	113	Wick St. Lawrence
	114	Yatton

Annex C

Qualifying criteria for Members – farmers, growers, producers and processors of food and drink.

General

- To be a Member, a minimum of one product must be fully compliant with the Regulations
- Where a Member wishes to expand their range of Levels' Best products they may be "in conversion" to full compliance for a period of up to 24 months from the date agreed with the Company.
- During the "in conversion" period the Trade Mark may not be used for "in conversion" products.

All Members using this Mark must:

- demonstrate benefits beyond the industry baseline to the natural environment, wildlife and conservation of the landscape known at the Somerset Levels and Moors as defined by the list of parishes in Annex B.
- comply with all relevant environmental protection, wildlife, countryside and animal welfare legislation
- maximize use of local or regional (South West ¹) traditional varieties of plants and traditional breeds
- comply with all relevant Trading Standards and consumer protection legislation currently in force
- adhere to the principles of achieving the maximum sustainability in every aspect of growing, harvesting, production, marketing, selling, transportation and all other elements of Levels' Best products and services
- seek to obtain the maximum 'localness and distinctiveness' in every aspect of the businesses and enterprises
- record precise provenance and 'lifetime mileage' of all input products

Livestock – including pigs and poultry

Meat products must be hung for an appropriate length of time without the use of artificial (including electrical) tenderisation or stimulation.

Food, forage/fodder, bedding and other inputs and products must be sourced within the South West thus minimizing output miles.

- Wherever possible, livestock should be fed on feed and/or forage/fodder, bedding down on bedding materials that have been produce on the same farm where the livestock live.
- Where purchases are made for feed, forage/fodder rations and bedding material, they must be sourced within the following order of priorities:
 - Home grown
 - Within Somerset
 - Within the South West

¹ 'South West Region means' means Cornwall, Devon, Somerset, Dorset, Wiltshire, the four 'ex-Avon' Unitary Authorities and Gloucestershire.

- From the nearest possible source (sugar beet, trace elements, vitamins and minerals).
- There must be no detectable GMOs present in any of the livestock feed, forage/fodder or bedding

All Members farming livestock and crop (excluding fruit and vegetables)

Environmental Land Management

51% or more of the farmland in an Environmentally Sensitive Area (ESA) Scheme Tier 1A (or higher Tier) Agreement. Or, Countryside Stewardship Scheme. Or, Environmental Stewardship Higher Level Scheme. Or, best available equivalent. i.e. all the farm in Entry Level with special measures EK2, EK3 and EK4 for permanent grasslands.

Product types:

Beef

Breed Fully certified parents 100% genetically-traceable, purebred beef animals of a native breed on the list of eligible breeds. Annex E1.

Provenance Bred, born, raised and finished on the same farm within the Levels and Moors (Annex B). Or, the animal has been moved within the South West Region during the first 12 months of its life to a farm within the Levels & Moors (Annex B) or the animal has been moved from the farm to a finishing unit within the Levels & Moors (Annex B).

Animal Welfare

ABM Beef and Lamb Farm Standards, e.g. Farm Assured British Beef and Lamb, or Freedom Food Certification or Certified Organic, or equivalent.

Lamb – including Salt Marsh Lamb

Breed British Isles native breed sheep or crosses with British Isles native breeds as best suited for the area on the list of eligible breeds. Annex E2.

Provenance

Bred, born, raised and finished on the same farm within the Levels and Moors (Annex B) or, the animal has been moved from within the South West Region within the first 3 months of its life to a farm within the Levels & Moors (Annex B).

Animal Welfare

ABM Beef and Lamb Farm Standards, e.g. Farm Assured British Beef and Lamb, or Freedom Food Certification or Certified Organic, or equivalent.

Pigs

Breed British Isles native breeds or crosses of British Isles native breeds as best suited for the area on the list of eligible breeds. Annex E3

Provenance

Bred, born, raised and finished on the same farm within the Levels and Moors (Annex B) or, the animal/bird has been moved from within the South West Region once within its life to a farm within the Levels & Moors (Annex B).

Animal Welfare

Assured British Pigs and Assured Chicken Production, Freedom Food Certification. Or, Certified Organic or equivalent.

Poultry

Breed British Isles native breeds on the list of eligible breeds. Annex E5
Cross-breed or hybrid birds must be reared to Soil Association Organic Certification Standards of animal welfare is essential

Provenance

Bred, born, raised and finished on the same farm within the Levels and Moors (Annex B) or, the animal/bird has been moved from within the South West Region once within its life to a farm within the Levels & Moors (Annex B).

Eggs

Eggs produced from chickens reared as above and packed on a farm within the Somerset Levels & Moors (Annex B).

Bird welfare

Assured Chicken Production, or Freedom food Certification or Soil Association Organic; or LEAF Marque, or equivalent.

Cross breeds and hybrid birds must be reared to Soil Association Organic Certification Standards.

Dairy products

Added value dairy products must be made from milk produced on a farm within the Somerset Levels & Moors. Processing and packaging must also take place within the Somerset Levels & Moors (Annex B).

Breed Milk from fully certified British, 100% genetically traceable, pure native breed dairy animals on the list of eligible breeds Annex E4

Dairy Sheep

British Isles native breed sheep or crosses with British Isles native breeds as best suited for the area on the list of eligible breeds. Annex E2.

Provenance: Cows that are bred, born, raised and milked on the same farm within the Somerset Levels & Moors (Annex B) or, the animal is moved from within the South West Region during the first 30 months of its life to a farm within the Somerset Levels & Moors.

Animal Welfare:

National Dairy Farm Assured Scheme or Freedom Food Certification or Certified Organic or equivalent.

Fruits, nuts and vegetables

Fruit, nuts and vegetables must be grown, processed and packaged on the same farm within the Somerset Levels & Moors (Annex B).

Seeds and plants:

Where feasible, traditional and heritage varieties of plants from Somerset or the South West Region should be grown. Where a UK variety is not available the source of the seed or plant should be the nearest to the UK as possible (i.e. Europe).

Provenance:

Seeds, seedlings and saplings may come from outside the area, so long as they planted and grown in the Somerset Levels & Moors (Annex B).

Environmental Land Management:

Where feasible LEAF Marque, or Certified Organic, or equivalent.

Wild or certified organically farmed game – including venison

All wild game must be caught or shoot and processed within the Somerset Levels & Moors (Annex B).

Fish

Sea fish & crustaceans, including eels, must be landed within the Somerset Levels & Moors i.e. Bridgwater Bay. (Annex B)

Sea fish must be certified by the Marine Stewardship Council (MSC) or the Marine Conservation Society, or equivalent for sustainability.

Fresh water fish must be caught in stretches of the rivers within the Somerset Levels & Moors (Annex B).

Drinks – juices and alcoholic drinks

The primary fruit (honey for mead) must be grown (honey collected) with the Somerset Levels & Moors (Annex B).

Environmental Land Management:

Where feasible, the primary fruit or honey to be harvested from orchards, fruit farms etc, that comply with LEAF Marque, or Certified Organic. Or equivalent.

Processed food products – jams, chutneys, ready-made meals, etc.

The primary product of all processed foods must be a Levels' Best product.

The processing may be located outside the Somerset Levels & Moors (Annex B) but at the closest point to the origin of the primary product.

No harmful additives, artificial colour or preservatives must be used.

Foods processed within the Levels and Moors (Annex B) may source primary ingredient from the closed point within the UK – no imported primary ingredients are permitted.

Annex D

Code of Practice for Associate Members – hospitality and retail outlets

The business must:

- Be, either located within the Somerset Levels & Moors (Annex B) or elsewhere, so long as they serve or sell a minimum of two Levels' Best products
- Comply with all current relevant trading standards and consumer protection legislation
- Comply with current regulations monitored and enforced by the Environment Agency
- Source as many products as possible within Somerset or the South West
- Actively promote to customers/consumers Levels' Best product (i.e. display Levels' Best labels in shops or mention Levels' Best products on menus, etc.
- Make a positive contribution to the natural environment by reducing waste, saving energy, recycling, etc.

Hospitality businesses:

- Accredited accommodation providers are encouraged to engage with the Green Tourism Business Scheme for the South West at the minimum standards as set out in the GTBS Code of Practice for membership.
- Bronze, Silver or Gold Green Tourism Business Award winners within the last 2 years accepted.

All details are available at:

The Green Tourism Business Scheme
C/- South West Tourism
Exeter
www.swtourism.co.uk

The Green Tourism Business Scheme
No 4 Atholl Place
Perth
PH1 5ND
Tel: 01738 632162
Fax: 01738 622268
www.green-business.co.uk

Annex E

1. Eligible native beef breeds

Aberdeen Angus (original bloodlines only or at minimum not including any North American genetics in the last three generations, or any introgression of genetics from any other breed)

Beef Shorthorn (original bloodlines only or at minimum not including any North American genetics in the last three generations, or any introgression of genetics from any other breed)

Belted Galloway

British White (original bloodlines only or at minimum not including any North American genetics in the last three generations, or any introgression of genetics from any other breed)

Devon (Ruby Red)

Dexter *

Galloway

Gloucester *

Hereford (original bloodlines only or at minimum not including any North American genetics in the last three generations, or any introgression of genetics from any other breed)

Hereford (original population)

Highland

Longhorn

Luing

Red Poll *

Shetland *

South Devon * (original bloodlines only or at minimum not including any North American genetics in the last three generations, or any introgression of genetics from any other breed)

Sussex (original bloodlines only or at minimum not including any North American genetics in the last three generations, or any introgression of genetics from any other breed)

Welsh Black

White Park

Whitebred Shorthorn

* Denotes the breeds with a tradition of 'dual purpose' use i.e. for beef production and dairying.

2. Eligible native sheep breeds

Cotswold

Devon Closewool

Dorset Horn

Exmoor Horn

Hebridean

Manx Loghtan

Portland

Shetland

Suffolk

Whiteface Woodland

Dairy Sheep: Dorset Horn; Poll Dorset

Cornwall & Devon Longwool

Dorset Down

Greyface Dartmoor

Hampshire Down

Jacob

Oxford Down

Romney

South Down

Whiteface Dartmoor

Wiltshire Horn

3. Eligible native pig breeds

Tamworth
 Gloucestershire Old Spot
 Middle White
 British Saddle Back
 British Landrace
 British Lop
 Berkshire
 Large Black
 Large White
 Oxford Sandy and Black
 Welsh

A first cross between two eligible breeds is permitted

4. Eligible native dairy breeds

Ayrshire (original bloodlines)

British Friesian (not including any Holstein or other genetics in the last three generations, or any introgression of genetics from any other breed)

Dairy Shorthorn (original bloodlines)

Dexter *

Galloway

Gloucester *

Guernsey (original bloodlines)

Jersey (original bloodlines)

Northern Dairy Shorthorn

Red Poll *

Shetland *

South Devon *

* Denotes the breeds with a tradition of 'dual purpose' use i.e. for beef production and dairying.

5. Eligible poultry breeds

Ancona

Andalusian

Barnevelder

Brussbar

Buff Orpington

Campine

Crested Legbar

Croad Langshan

Cochin

Derbyshire Redcap

Dorking

Hamburg

Indian/Cornish Game

Ixworth

Legbar

Leghorn

Light Sussex

Marsh Daisy

Maran

Minorca

Modern Game (Large)

Modern Langshan

Nankin

Old English Pheasant Fowl

Orpington

Rhodebar

Rhode Island Red

Rosecomb

Scots Dumpy

Scots Grey

Spanish

Sultan

Sussex

Welbar

Welsummer

Wybar

A first identifiable cross between native breeds is permitted.

Hybrid birds are permitted providing only if they are reared under Soil Association Organic Certification free range standards

6. Other birds

Ducks

Aylesbury	Campbell	
Indian Runner	Muscovy	etc.

Geese

West of England	Brecon Buff	etc.
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Turkeys

Standard Bronze	Broad Breasted Bronze	
British White	Broad Breasted White	
Norfolk Black	British Blue	etc.

7. Deer

Red
Fallow
Roe

* * * * *

END

