

From: [redacted]

Sent: 10 July 2013 14:51

To: [redacted]

Cc: [redacted]

Subject: RE: Further to my email below

Good Morning [redacted]

I have spoken with [redacted] and [redacted] regarding the co-existence of Staffordshire Cheese (PDO) and Staffordshire Organic Cheese.

We have looked at the products sold by this company and there are distinct similarities in the names of the cheese. With this in mind and considering that [redacted] have an extensive Marketing drive on the PDO Cheeses, the word 'Staffordshire' is being used as a 'Unique Selling Point' and this is receiving recognition throughout the United Kingdom and also we have had enquiries from abroad.

With this in mind if we were to object to the existing proposed co-existence would we be in a position to request a name change for the Staffordshire Organic Cheese Company as we fear this name could well affect future sales of this PDO product.

I look forward to hearing your thoughts on this matter

[redacted]

Tel: [redacted]

Fax: [redacted]

[redacted]

***** DISCLAIMER*****

[redacted]

.....

From: [redacted]

[redacted]

Sent: 09 July 2013 13:50

To: [redacted]

Subject: RE: Further to my email below

[redacted] any news please on this outstanding issue?

Thank you

[redacted]

Tel: [redacted]

Mob [redacted]

From: [redacted]

Sent: 24 June 2013 09:27

To: [redacted]

Cc: [redacted]

Subject: RE: Further to my email below

Hello [redacted]

Please accept my sincerest apologies for the delay in responding to you after our telephone conversation.

I have discussed this with [redacted] and, in principle, we do not have any objections to the co-existence. However the final decision on this matter needs to be made by our Chairman, [redacted], who is on annual leave at the moment and will not return for another two weeks.

As soon as I am able to communicate with him on this matter I will let you know his decision but, normally it would not be the [redacted] 'way' of doing business as our

ethos to support local businesses. I would like to point out though, if [redacted] were to consider making an 'Organic' version of Staffordshire Cheese, we would raise an objection as it would not be as per the PDO.

I will speak to you soon and I hope you had a good holiday

Kind Regards

[redacted]

[redacted]

[redacted]

[redacted]

Tel: [redacted]

Fax: [redacted]

[redacted]

[redacted]

***** DISCLAIMER*****

[redacted]

From: [redacted]
Sent: 17 June 2013 15:42
To: [redacted]
Cc: [redacted]
Subject: Further to my email below

Hello [redacted]

Thank you for agreeing to follow up tomorrow morning after 10. I will aim to call you at 10.30.

What I would like to discuss with you is how we move forward as I need to inform the Commission of our agreement. My concern is that whereas when the suggestion of co-existence was first mentioned, the sole Staffordshire cheese PDO producer was [redacted], and ostensibly it was he who was applying for an amendment to seek the agreement of co-existence. But, as [redacted] is now the sole PDO producer, we need to ascertain if [redacted] would be agreeable to the same responsibility. It is this point I wish to discuss with you tomorrow morning.

I hope this is clear and not confusing in any way. But we can talk this through tomorrow.

Best wishes [redacted]

[redacted]

Tel: [redacted]

Mob: [redacted]

From: [redacted]

Sent: 08 May 2013 12:08

To: [redacted]

Cc: [redacted] [redacted] [redacted]

Subject: RE: Cheese PDO

Dear [redacted]

I am writing to let you know that last week I met with [redacted] of the [redacted] company and [redacted], [redacted]

I am delighted to say after a lengthy conversation it was agreed that we will proceed with the amendment to accept co-existence of the two names of "Staffordshire Cheese PDO" and "Staffordshire Organic Cheese" and to seek no other amendment to the product specification of "Staffordshire Cheese PDO".

As you may know the amendment passed national consultation seeking co-existence, which ended June 8th 2010, without any objections. It is now Defra's intention to forward this amendment to the European Commission informing them of our decision to allow co-existence. I am attaching it here for your records.

I will keep you informed of the progress of this matter, in the meantime should you have any questions or need any clarification, please do not hesitate to contact me.

Kind regards

[redacted]

[redacted]

[redacted]

[redacted]

Department for Environment, Food and Rural Affairs (Defra)

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