

AMENDMENT APPLICATION

COUNCIL REGULATION (EC) No 510/2006 on protected geographical indications and protected designations of origin

Amendment application according to Article 9

“Staffordshire Cheese”

PGI PDO

1 HEADING IN THE PRODUCT SPECIFICATION AFFECTED BY THE AMENDMENT

- Name of product
- Description of product
- Geographical area
- Proof of origin
- Method of production
- Link
- Labelling
- National requirements

2 TYPE OF AMENDMENT(S)

- Amendment to Specification

3 AMENDMENT(S):

Amendment to the labelling section of the Staffordshire Cheese Specification (point 4.8) is being sought to allow for the co-existence on the market of the names, Staffordshire Cheese and Staffordshire Organic Cheese.

“The applicant declares that the protection of the name of Staffordshire Cheese was without prejudice to the continued use of the term “Staffordshire Organic Cheese” provided that the cheese is produced in Staffordshire and that the use of that term in the labelling is made in such a way as to avoid misleading consumers in relation to the PDO, i.e. no transposing of the words in the established trading name.”