

# **Minimum Criteria for Proposed Crofting Brand Certification**

## **1. General**

- Produce comes from a registered croft or holding of like status<sup>1</sup>.
- Producer is a member of Scottish Crofting Foundation (SCF).
- Produce carries the producer's name and membership number, contact details and address of croft/holding. The producer agrees that they are willing to be visited for inspection by a consumer or SCF, if requested.
- The product will carry the labelling agreed by the Crofting Brand Working Group (CBWG) and the web-site address.
- The member will abide by the rules agreed by the CBWG.

## **2. Meat**

- Producer is a member of QMS or at least equivalent farm assurance scheme.
- Animals have whole life traceability.
- Animals are grazed predominantly on natural herbage.
- Indigenous breeds are favoured.
- The producer manages livestock using traditional crofting practice that takes account of animal welfare, good environmental management and product quality.
- The producer is registered with the local authority as a food producer.

## **3. Horticultural Produce (including potatoes)**

- Produce is fresh and of good quality.
- Records are kept of all artificial inputs and any withdrawal period.
- Food hygiene procedures are observed.
- No unnecessary packaging.
- The producer is registered with the local authority as a food producer.

**Criteria are being developed for eggs, honey, craft products and tourist accommodation.**

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<sup>1</sup> Definition to be agreed