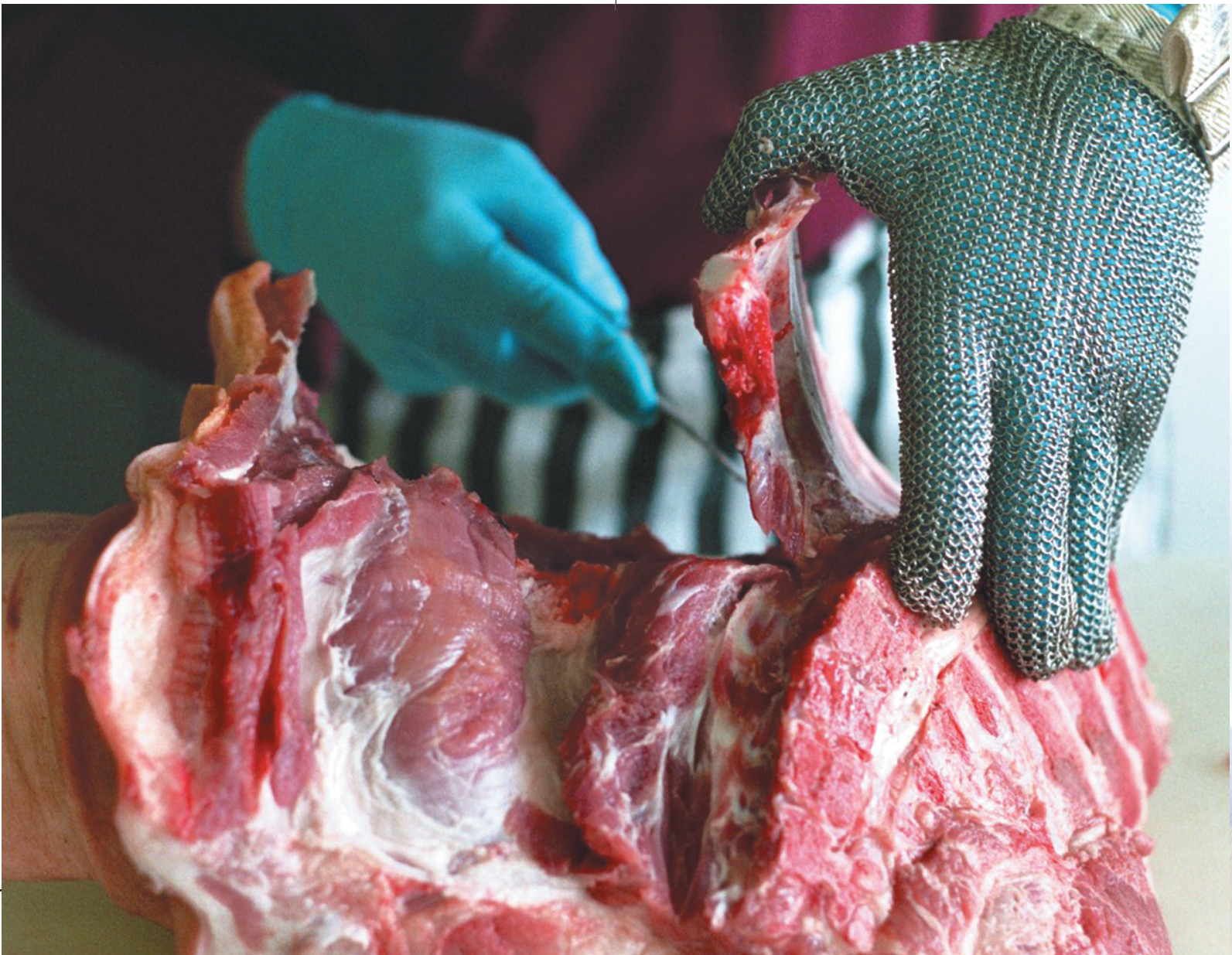


www.lookforthemark.co.uk www.bpex.org.uk www.mlcfoodservice.co.uk

Business Reply Service
Licence Number BIZ 78

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Tony Goodger
Trade Sector Manager
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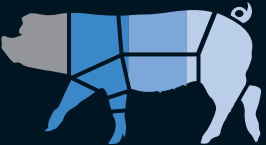
All pork, bacon, ham and sausages that carry the Quality Standard Mark come from farmers and processors committed to high standards of animal welfare, quality control and traceability. The production chain is independently audited to ensure compliance with these standards.

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The British Pig Executive's (BPEX) Quality Standard Mark for Pork

total assurance from farm to plate





Introduction

The British Pig Executive’s (BPEX) Quality Standard Mark for Pork should not be seen as an additional cost to a business. It should be seen as an investment that adds value to your pork, differentiates your pork from your competitors and enables your customers and their customers to consume the pork clear in the knowledge that it has been produced to high standards, independently audited along the supply chain as follows:

On the Farm

- Feeding, with its implications for fat/lean meat ratios, weight and carcase quality. No MBM (meat and bone meal) can be included in animal feeding stuffs
- Housing including stocking densities, ventilation and separation
- The use of stalls and tethers for pregnant sows is banned in Britain, but not in much of Europe or elsewhere
- Veterinary medicines – animals receive immunisation against disease; antibiotics are administered only when necessary; growth-promoting hormones were banned back in 1989
- Residue monitoring (enforced by random testing)

Scheme-approved farmers care for their animals following the Five Freedom’s welfare code:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury or disease
- Freedom to perform normal patterns or behaviour
- Freedom from fear or distress

Transportation from the Farm

- Driver’s training, loading and unloading
- Vehicle design and construction
- Stocking densities, ventilation and separation of animals
- Scheduling of abattoir deliveries to minimise standing time
- Animal health

At the Abattoir

- Rigorous pre-slaughter inspection by a qualified vet
- Slaughtering procedures to minimise stress
- Rigorous post-slaughter inspection by a qualified inspector from the Meat Hygiene Service
- Product identification and independent weekly traceability audits back to the farm
- Carcase dressing and Organoleptic testing

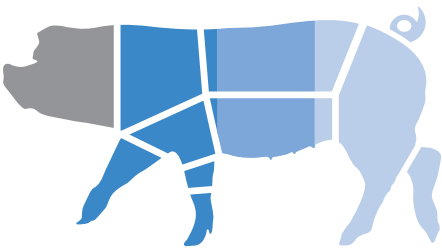
At the Butchers

Catering Butchers or meat suppliers too must be members of a BPEX-approved scheme in order to supply BPEX Quality Assured Pork as well as BPEX Quality Assured Sausages, Ham or Bacon. Caterers should always check that their meat suppliers are BPEX-approved and, if not, encourage the supplier to become part of the BPEX Quality Standard Scheme, or alternatively source a new approved supplier. Catering Butchers can apply for the BPEX Quality Standard Mark even if not all of the pork they supply is to the mark so long as the pork that is, is clearly labelled.

Food Service Operator

Customers want the assurance that schemes such as the BPEX Quality Standard Mark offer. If you are buying Quality Standard Mark Pork or Pork Products register your business with us. If your supplier is not selling Quality Standard Mark pork and pork products, ask them why and maybe even consider buying elsewhere.

Your customers will appreciate the assurances that the Quality Standard Mark represents, which should directly impact on your sales



Registration Form

Pork, bacon and ham (‘the products’) are eligible to carry the British Pig Executive (BPEX) Quality Standard Mark if they have been produced and supplied through a supply chain wholly covered by the BPEX-approved independently audited schemes accredited to EN45011 standard. Only pork produced in a BPEX-approved scheme may be used to produce BPEX Quality standard bacon and ham. Pork sausages are eligible to carry the Quality Standard Mark for pork if all of the pork (including any pork fat or rind) and the product are produced in accordance with a BPEX-approved scheme. Other pork products may be eligible to carry the Quality Standard Mark for pork if all pork (including any pork fat or rind) and the product are produced in accordance with a BPEX-approved scheme.

Responsible Use

I am aware that BPEX has a responsibility to audit products bearing the Quality Standard Mark, without notice, to ensure they comply with the scheme requirements and I hereby authorise access to all relevant premises and records at all reasonable times for those related purposes by any person authorised to carry out such an audit by BPEX. I am also aware that the application of the Quality Standard mark to products not complying with the scheme requirements may breach the Trade Descriptions Act 1968 and/or the Food Safety Act 1990 and could lead to prosecution.

BPEX has the right to increase surveillance, carry out additional audits, suspend or withdraw permission to use the Quality Standard Mark should I or any business for which I hereby accept responsibility be found not to be complying fully with the Scheme requirements, including refusing to permit a BPEX-authorised audit to take place at a reasonable time. If permission is so withdrawn, I agree to return or destroy at BPEX’s sole discretion and at my or the relevant business’ expense, all materials (including any packaging or labelling bearing the mark – but not product provided it is not sold in association with the mark) relating to the Quality Standard Mark or to which that Mark has been applied. I acknowledge that BPEX will not be liable for any costs, damage or other losses or pecuniary disadvantage that may result from such withdrawal of permission, return or destruction.

I understand that use of this Quality Standard Mark does not affect my liability under any applicable legislation.

Application to use the Quality Standard Mark

I hereby apply to use the BPEX Quality Standard Mark (the Mark) in relation to: (tick as appropriate)

- ☐ Pork manufactured to and complying with the Quality Standard specification and verified under a scheme recognised by BPEX (currently the BMPA British Quality Assured Pork standard or the QMS Processor Assurance Scheme)
- ☐ Bacon manufactured to and complying with the Quality Standard specification and verified under a scheme recognised by BPEX (currently the BMPA Charter Quality British Bacon standard)
- ☐ Ham manufactured to and complying with the Quality Standard specification and verified under a scheme recognised by BPEX Charter Quality Ham standard
- ☐ Sausages manufactured to and complying with the Quality Standard specification and verified under a scheme recognised by BPEX (currently, the BMPA British Quality Assured Pork Sausage standard)
- ☐ Other products made from pork complying with the Quality Standard specification and verified under a scheme recognised by BPEX (specify)

Note:The Quality Standard Mark with the Union flag may only be used for products made with meat from pigs born, raised, slaughtered and processed wholly in the UK, and no other meat.

Declaration of Compliance with Scheme Requirements

I declare that:

- ☐ I have read and understood the Scheme standards and specifications that apply to the products that I am producing, handling or selling;
- ☐ I will apply the Scheme standards and specifications in relation to all products to which the Mark is applied by me, or on my behalf, or for which I am otherwise responsible;
- ☐ I will apply the Mark with the appropriate origin indication (eg the Mark with the Union flag for British pork) and using only the specified pantone colour references.
- ☐ I will comply with all applicable legal requirements.

Name: Position:

Company Name:

Site Address:

Telephone No: Fax No:

Email:

Industry Sector: (tick as appropriate)

Retail ☐ Abattoir ☐ Wholesaler ☐ Processor ☐ Food Service Operator ☐

BPEX will formally confirm your registration to use the Quality Standard Mark within 28 days of receiving your application. Registration will continue subject to satisfactory evaluation results until otherwise notified by BPEX.

BPEX would like to keep you informed of developments and promotional activity relating to Quality Standard products. To receive this, please tick this box ☐

Your contact information will not be used for other purposes or be made available to other businesses.

