

GIR version 2 research summary

27 August 2020

Summary



The default Specialist Publisher screens worked well for users with no issues found.

The iterations from version 1 seemed to fix other issues found in previous testing.



Users felt that having results and the register entry in a table was slightly more useful.

The option to include the designation 'badge' and direct link to the specification was more useful still.

But overall these were marginal improvements for users.



Some users were not clear what a "UK" register would contain and thought it might only contain UK products.

There was again some concern and lack of clarity about the date from when the product was protected.



There were no significant issues found but a further check on the Specialist Publisher search results link styling might be worthwhile.

Testing between 25-27 August 2020

6 users, remote sessions

<https://gi-register.herokuapp.com/>

Version 2: Alpha round 2

Users were generally able to find the correct contents link or scroll down

Most users found and used the search button. One used the register link for food.

The term "GI" is not universally well-known

One user mentioned that PDO and PGI are not well-known

The 'official' register names were not completely clear. "Protected food names scheme register: protected designation of origin (PDO) and protected geographical indication (PGI)" needed to be shorter and clearer that it was mainly for food.

Guidance

Protected geographical food and drink names: UK GI schemes

Find out about the UK geographical indication (GI) schemes that protect the geographical names of food, drink and agricultural products, and the UK GI registers.

Published 31 December 2020
From: **Department for Environment, Food & Rural Affairs**

Contents

- Product names on the UK GI registers
- Apply for UK GI protection of a new product name
- Use a UK registered product name
- Change a product specification on the UK registers
- Cancel or remove a product name from the UK registers
- GI consultations, decisions and appeals
- UK GI logos and product labelling

Related content

- [UK GI scheme rules](#)
- [Apply for UK GI protection of a new product name](#)
- [Change the specification of a GI product](#)

Food, drink and agricultural products with a geographical connection may be registered and protected as intellectual property. This protection is called a geographical indication (GI).

Geographical indication protection can cover geographical areas that cross country borders, such as on the island of Ireland. UK and non-UK applicants can apply to the UK schemes to protect their GI in the UK. GI protection guarantees a product's qualities or reputation, authenticity and origin. It protects the product name from misuse or imitation.

Producers can mark registered GI products with a [UK GI logo](#).

An individual or business does not own a GI. Any producer can make and sell a product under a registered product name if they:

- follow the product's specification
- are verified to do so

A GI is different to a trade mark. A trade mark belongs to the business that registered a product brand for protection.

Product names on the UK GI registers

Search for a product

Use this service to:

- find out if a product is on the GI scheme registers
- get the full register entry and specification for a protected product

[Search all registers](#)

GI scheme registers

Each GI scheme has its own register.

[Protected food names scheme register](#); [protected designation of origin \(PDO\) and protected geographical indication \(PGI\)](#)

[Protected food names scheme register](#); [traditional speciality guaranteed \(TSG\)](#)

[Protected spirit drink names scheme register](#)

[Protected wine names scheme register](#)

[Protected aromatised wines scheme register](#)

[Traditional terms for wine products register](#)

Each register lists protected product names and their registered specification (where applicable).

See the [UK GI scheme consultations](#) page for product applications.

Other ways to get information from the registers

You can [email us](#) to ask for information from the registers or to make an appointment to view a printed copy of the register.

The online service is also available in [Welsh \(Cymraeg\)](#).

Apply for UK GI protection of a new product name

You can apply to add a new product name to the UK GI registers. There are 4 GI schemes to choose from. Use the following guidance for your product type:

- [food, agricultural products, beer, cider and perry](#)
- [wine](#)
- [aromatised wine](#)
- [spirit drinks](#)

You can also apply to protect a [traditional term](#) for a wine product.

The Department for Environment, Food and Rural Affairs (Defra) is the competent authority for the GI schemes. It manages the schemes with support from government departments in Scotland, Wales and Northern Ireland.

Use a UK registered product name

To use a product name that's on the UK GI registers, you must:

- follow the published product specification
- be verified to make and sell the registered product
- use the registered GI product name correctly

You could be in breach of the regulations if you do not follow the [UK GI scheme rules](#).

Change a product specification on the UK registers

Anyone with a legitimate interest can ask to [change the specification](#) of a GI product already on the UK register.

Cancel or remove a product name from the UK registers

You can ask to [cancel a registered product name](#) if you're a producer or a producer group, or anyone with a legitimate interest.

The competent authority can remove a GI from the UK registers if:

- the product is not complying with its specification
- it has not been produced for 7 years or more

GI consultations, decisions and appeals

See the [current consultations](#) on GI applications and requests for changes to existing GIs.

You can comment on or appeal against decisions about:

- applications for GI protection
- substantial changes to registered products
- requests to remove a registered product from the UK GI registers

UK GI logos and product labelling

New UK GI logos will represent 3 designations of GI product:

- protected designation of origin (PDO)
- protected geographical indication (PGI)
- traditional speciality guaranteed (TSG)

Producers must [\[follow the rules for adding a GI logo\]](#) to UK registered products or packaging before they can sell it.

The use of a UK GI logo is optional for wines and spirit drinks. If you choose to use a logo, you must follow the rules.

Specialist Publisher default

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Protected geographical food and drink names

Search



3715 products

[Subscribe to feed](#)

▶ [Register](#)

▶ [Status](#)

▶ [Class or category](#)

▶ [Country of origin](#)

3 Riberas

Protected wine name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

Country of origin: Spain

Aachener Printen

Protected food name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

Country of origin: Germany

Aachener Weihnachts-Leberwurst / Oecher Weihnachtsleberwurst

Protected food name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

All users were able to search quickly and easily.

Initially, all users made a keyword search. This was related to the tasks that were agreed before we started. However users said that they generally they would do keyword searches.

We observed 2 users make spelling errors which meant they could not find the product. Later 1 returned to fix the spelling error.

Initial state before search

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Protected geographical food and drink names

Search



▶ [Register](#)

▶ [Status](#)

▶ [Class or category](#)

▶ [Country of origin](#)

3 products

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Cornish Clotted Cream

Protected food name

Status: Registered Award designation: Protected Designation of Origin (PDO)

Date of registration: 31 Dec 2020

Country of origin: United Kingdom

Cornish Pasty

Protected food name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

Country of origin: United Kingdom

Cornish Sardines

Protected food name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

Country of origin: United Kingdom

1 to 3 of 3 products

All users were able to find the product they were looking for and understood the contents of the page.

Users seemed content with the amount of information that was shown in search results

The dummy text that we added “Protected food name” was often read out and appeared to make sense to users

3 out of the 5 users did not realise that the blue search result heading was a link. 2 of the 3 managed to discover this - either by guessing or by seeing the hand cursor as they moused about. 1 user would have been blocked.

It appeared that the main reason the users did not abandon was that they knew that the product specification was available somewhere and so were looking for it. Without that, they might have just stopped. No underline is both GOV and Google standard.

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Cornish Pasty

Protected food name

Published 31 December 2020

From: [Department for Environment, Food & Rural Affairs](#)

Status: **Registered**

Award designation: **Protected Geographical Indication (PGI)**

Country of origin: **United Kingdom**

Date of registration: **31 December 2020**

UK GI register name: **Food and Agri UK PDO**

Class: **Class 2.3. Bread, pastry, cakes, confectionery, biscuits and other baker's wares**

Protected designation of origin (PDO) and protected geographical indication (PGI) register

Specification

[Cornish Pasty product specification \(pdf\)](#)

Date of original registration with the EU

23 July 2011

This date was taken from the EU eAmbrosia Register. It is given for information and is not part of the official register.

Notes

No notes

Published 31 December 2020

Users thought this was clear and contained all the information they expected.

Dates were partly understood. There was less concern about the dates with users in this session. However, they did suggest other wording which indicates that this is still unclear.

Users could find and open the specification.

This text was not helpful for 2 users.

“Why is it not part of the official register...I would be unhappy if I worked hard for this and found it was only registered from 2020.”

“My main concern is the quality of the data”

It was important to users that they could rely on the data and that it was up-to-date.

The dummy text “Protected food name” and [register name] did not cause any issues.

Most users were only interested in seeing the product spec (4 out of 5) and did not read the details.

We asked 2 users about their attitude to not having the spec on 1 Jan. They were not impressed. They wanted was to know how to get to spec.

Users could all return to the previous page confidently using browser back.

The PDF opened in the same tab (one user had an external PDF viewer).

Previous iteration opened in new window and this change to same tab fixed issues users had with getting back to the details screen.

Users were very familiar with these specs and had seen them before.

PRODUCT SPECIFICATION

“Stilton Cheese”

PDO (✓) PGI (§)

1 RESPONSIBLE DEPARTMENT IN THE MEMBER STATE: UNITED KINGDOM

Name: Department for the Environment, Food and Rural Affairs

Address: EU Food Policy Team - Food and Policy Unit

Area 3A
Nobel House
Smith Square
London
SW1P 3JR
United Kingdom
Tel: +44207 238 1179

Email: protectedfoodnames@defra.gsi.gov.uk

2 GROUP

Name: Stilton Cheese Makers Association

Address: PO Box 384A Surbiton Surrey KT5 9LQ
Tel: 020 8255 1334
Website: www.stiltoncheese.com
Email: enquiries@stiltoncheese.com



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Protected geographical food and drink names

Search



3 products

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▼ Register

- ☐ Food PDO and PGI
- ☐ Food TSG
- ☐ Spirits
- ☐ Wines
- ☐ Aromatised wines
- ☐ Traditional Terms

▼ Status

- ☐ Registered
- ☐ Applied for
- ☐ In consultation
- ☐ Rejected

▼ Class or category



▼ Country of origin



Cornish Clotted Cream

Protected food name

Status: Registered Award designation: Protected Designation of Origin (PDO)

Date of registration: 31 Dec 2020

Country of origin: United Kingdom

Cornish Pasty

Protected food name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

Country of origin: United Kingdom

Cornish Sardines

Protected food name

Status: Registered Award designation: Protected Geographical Indication (PGI)

Date of registration: 31 Dec 2020

Country of origin: United Kingdom

1 to 3 of 3 products

The filters were not used until we prompted users

Users were not clear that these were filters but generally understood the terms. Less experienced users only partly understood them.

Recommend that we check this with the proper version of Specialist Publisher.

Specialist Publisher customised

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Protected geographical food and drink names

Search

Cornish



[Register](#)

[Status](#)

[Class or category](#)

[Country of origin](#)

3 products

[Download spreadsheet](#)

Registered product name

Award designation

Country of origin

Date of registration

[Cornish Clotted Cream](#)

PDO

United Kingdom

31 Dec 2020
(EU registration: 1 Oct 1998)

[Cornish Pasty](#)

PGI

United Kingdom

31 Dec 2020
(EU registration: 23 Jul 2011)

[Cornish Sardines](#)

PGI

United Kingdom

31 Dec 2020
(EU registration: 3 Dec 2009)

1 to 3 of 3 products

All users slightly preferred this view.

Date presentation, clear award logo and clearer link were the reasons.

No-one noticed this. When prompted, they generally understood this but were unsure exactly what it would contain. However, their assumptions were broadly correct and they would have got what they expected.

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Cornish Pasty

Entry in the protected designation of origin (PDO) and protected geographical indication (PGI) register

Registered product name	Cornish Pasty
Product specification	Cornish Pasty specification (pdf)
Status	Registered
Award designation	Protected Geographical Indication (PGI)
Country of origin	United Kingdom
Date of registration	31 December 2020
Class	Class 2.3. Bread, pastry, cakes, confectionery, biscuits and other baker's wares
Notes	None
Unique ID	F0077

Other information

Date of original registration with the EU	23 July 2011
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The date of original registration with the EU is taken from the eAmbrosia system and is given for information only. It is not part of the official register.

Most users generally preferred this view (3 out of 4). This was not a strong view. It seems like this view was easier to read and pick out individual items.

A couple of users were confused and uncertain what “Unique ID” meant. Suggest that this is renamed to “Registration number” or is hidden.

Fully customised dev build
- as iterated from version 1

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Search for a product

You can search by name, type or class

► [Filter by register, class, country or status](#)

Only seen by 3 participants

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Search for a product

You can search by name, type or class

[Filter by register, class, country or status](#)

Register

- ☐ Food PDO and PGI
- ☐ Food TSG
- ☐ Spirits
- ☐ Wines
- ☐ Aromatised wines
- ☐ Traditional Terms

Status

- ☐ Registered
- ☐ Applied for
- ☐ In consultation
- ☐ Rejected

Class or category

Country of origin

2 out of 3 preferred the filter layout in this version.

“It's simpler, doesn't have all those boxes that I don't understand what they were”

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Search results

You can search by name, type or class

Search

[Filter by register, class, country or status](#)

3 products found

[Download in a spreadsheet](#)

Registered product name	Award designation	Date of registration	Country of origin	Product specification	Details
Cornish Clotted Cream	PDO	1 Jan 2021	United Kingdom	Specification	Details
Cornish Pasty	PGI	1 Jan 2021	United Kingdom	Specification	Details
Cornish Sardines	PGI	1 Jan 2021	United Kingdom	Specification	Details

1 to 3 of 3 products

2 out of 3 preferred this because it was quicker to get to the specification.

“Hasn't got the original date... if I see it at some stage in my search... it's [in the details] anyway ”

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Cornish Clotted Cream

Entry in the protected designation of origin (PDO) and protected geographical indication (PGI) register

Registered product name	Cornish Clotted Cream
Product specification	Cornish Clotted Cream specification (pdf)
Status	Registered
Award designation	Protected Designation of Origin (PDO)
Country of origin	United Kingdom
Date of registration	31 December 2020
Class	Class 1.4. Other products of animal origin (eggs, honey, various dairy products except butter, etc.)
Notes	None
Unique ID	F0014

Other information

Date of original registration with the EU 1 October 1998

The date of original registration with the EU is taken from the eAmbrosia system and is given for information only. It is not part of the official register.

Identical to details page ([slide 12](#)) - no further comments.