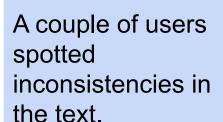
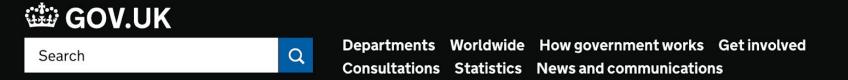
GIR version 1 research summary

13 August 2020



A couple of users did not see these as contents (on the page) and thought they went elsewhere

Everyone navigated to the service without difficulty



Home > Environment > Food and farming > Producing and distributing food > Food labelling and safety

Guidance

Get information about protected foods, wines and spirits

Full list of UK registered products on the protected food name (Geographical Indications and Traditional Terms) registers for Great Britain. These replaced the e-Ambrosia register after the UK left the EU.

Published 1 January 2021

From: Department for Environment, Food & Rural Affairs

Contents

- Search for a product
- Other ways to get register information

Related content

Protected food name scheme regulations

Related Content

"Search for a product" - a user thought this would not search the register and display more than one

Intro mentioned as

Comment about

protection types for

clarity: PGI, PDO

being useful

mentioning

and GI

Search for a product

Use this service to:

- find out if a product is on the protected food name registers for Great Britain
- get the register entry and specification for a protected food

Start now

Other ways to get register information

You can <u>email us</u> to ask for information from the registers or to make an appointment to view a printed copy of the register.

GOV.UK Prototype Kit v9.8.0 Clear data

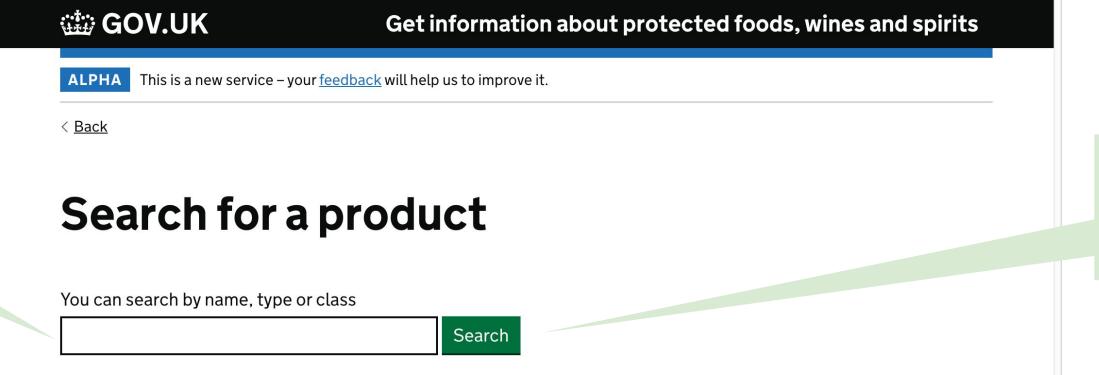
Version A

Everyone understood how to search and filter

Most users did not need the filters visible at the start

Users knew how to open the filters

Legal registers link
- all users did not
spot this. When it
was pointed out all
were confused and
did not know what
it meant.



All users expected to start with a text search

Filter by type, class, country or status

<u>Legal registers</u>

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"nice and simple, less clunky than e-Ambrosia" Users found what they were looking for in all cases (after spelling corrections)

This was the least useful results layout

It wasn't clear to all users that this linked to the details

Get information about protected foods, wines and spirits

ALPHA

This is a new service – your <u>feedback</u> will help us to improve it.

< Back

Search results

You can search by name, type or class

Cornish

Search

Filter by type, class, country or status

3 products found <u>Download as a spreadsheet</u>

Cornish Clotted Cream

Cornish Pasty

Cornish Sardines

1 to 3 of 3 products

List Detail Table

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A minority mis-spelt a word and did not get any results

How can we help users who misspell a word?

Users were unsure what data would be included in the spreadsheet

How can we make this clearer?

Spreadsheet download was considered to be useful but only a minority would need it



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< Back

Search results

You can search by name, type or class

Cornish

Users found it

useful to have

some details

included

Search

Filter by type, class, country or status

3 products found <u>Download as a spreadsheet</u>

Cornish Clotted Cream

Food and Agri UK PDO register. Registered 1 January 2021. Country: United Kingdom.

Cornish Pasty

Food and Agri UK PDO register. Registered 1 January 2021. Country: United Kingdom.

Food and Agri UK PDO register. Registered 1 January 2021. Country: United Kingdom.

1 to 3 of 3 products

<u>List | Detail | Table</u>

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Pretty much all

users found the

useful

table layout most

Name, protection

type and country

columns useful.

partially useful.

be most useful?

Register not. Date

What columns would

Search results

You can search by name, type or class

Cornish

Search

Filter by type, class, country or status

3 products found <u>Download as a spreadsheet</u>

Name	Register	Туре	Date registered	Country	Specification	Details
Cornish Clotted Cream	Food and Agri UK PDO	PDO	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>
Cornish Pasty	Food and Agri UK PDO	PGI	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>
Cornish Sardines	Food and Agri UK PDO	PGI	1 Jan 2021	United Kingdom	Specification	<u>Details</u>

1 to 3 of 3 products

List | Detail | Table

OTO THOM

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Users understood what these links would do

Users found the

direct link to the

really helpful

specification was

"That's helpful to have more information"

"I like that I can link direct to the details and specification" Users said that these 4 filters were what they needed and didn't need any more

Status was useful so they could see applications in the pipeline

Some users would find simplified statuses easier to understand: registered and 'pending'

☆ GOV.UK

Get information about protected foods, wines and spirits

This is a new service – your <u>feedback</u> will help us to improve it.				
< <u>Back</u>				

Search results

You can search by name, type or class

Cornish

Search

Filter by type, class, country or status

7				
	Product type	Status	Class	
	Food	Applied	Select a class	*
	Wine	Published	Country	
	Spirit drink	✓ Registered	Select country	~
	Aromatised wine	Rejected		

3 products found for: Download as a spreadsheet

Type: FoodStatus: Registered

Name	Register	Type	Date registered	Country	Specification	Details
Cornish Clotted Cream	Food and Agri UK PDO	PDO	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>
Cornish Pasty	Food and Agri UK PDO	PGI	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>
Cornish Sardines	Food and Agri UK PDO	PGI	1 Jan 2021	United Kingdom	Specification	<u>Details</u>

1 to 3 of 3 products

A couple of users were uncertain at first if 'Search' also applied the filters. And of how search term and filter were combined..

How can we maker the relationship clearer?

Not all classes apply to every product type. Need to check if users need the list to be filtered.

Need further investigation about whether a minority of users need to select more than one country

Suggestion about splitting UK into the 4 countries as some registrations for one country only

Users found this page clear and useful

The back link was seen and used

All users expressed a strong need to know the original registration date.

Having two types was slightly confusing

File number was least useful but did not cause a problem



Get information about protected foods, wines and spirits

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Cornish Clotted Cream

Specification	Cornish Clotted Cream specification (pdf)
Туре	Food
Status	Registered
Country	United Kingdom
Registration date	1 January 2021
GB register	Food and Agri UK PDO
Product class	Class 1.4. Other products of animal origin (eggs, honey, various dairy products except butter, etc.)
Product type	Food
File number	PDO-GB-0014
/	

The specification was the most useful information for users and everyone found it very easily

Order of information broadly OK.

Protection type is missing but no-one noticed

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"Gives me everything I need"

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< Back

Users were

confused about

separate page for

really have a need

these and didn't

why we had a

for it.

British protected food name registers

Protected food and drinks legal registers



These are the legal registers.

Any other data in this service is provided for information only.

The full legal registers are:

- Food PDO and PDI register
- Food TSG register
- Wines register
- Aromatised wines register
- Spirits register
- <u>Traditional Terms register</u>

Search for a product

You can also contact us to make an appointment to view a printed copy of a register.

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Users were confused about why we had a separate page for these and didn't really have a need for it.



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British protected food name registers

Food and Agri UK PDO register

4440				
1419	nr	2	LIC	rc
1713	w	vu	uc	LΘ

Download as a spreadsheet

Registered name	Class	Date of decision	Protection type	Country of origin	Product specification
Aachener Printen	Class 2.3. Bread, pastry, cakes, confectionery, biscuits and other baker's wares	1 Jan 2021	Protected Geographical Indication (PGI)	Germany	Specification
Aachener Weihnachts- Leberwurst / Oecher Weihnachtsleberwurst	Class 1.2. Meat products (cooked, salted, smoked, etc.)	1 Jan 2021	Protected Geographical Indication (PGI)	Germany	Specification
Abbacchio Romano Class 1.1 Fresh meat (and offal)		1 Jan Protected Italia 2021 Geographical Indication (PGI)		Italia	Specification
Abensberger Spargel / Abensberger Qualitätsspargel	Class 1.6. Fruit, vegetables and cereals fresh or processed	1 Jan 2021	Protected Geographical Indication (PGI)	Germany	Specification
Abondance	Class 1.3. Cheeses	1 Jan 2021	Protected Designation of Origin (PDO)	France	Specification
Abricots rouges du Roussillon	Class 1.6. Fruit, vegetables and cereals fresh or processed	1 Jan 2021	Protected Designation of Origin (PDO)	France	Specification
Acciughe sotto sale del mar Ligure	Class 1.7. Fresh fish, molluscs, and crustaceans and products derived therefrom	1 Jan 2021	Protected Geographical Indication (PGI)	Italia	Specification
Aceite Campo de Calatrava	Class 1.5. Oils and fats (butter, margarine, oil, etc.)	1 Jan 2021	Protected Designation of	Spain	Specification

Users were familiar with the format and 'template' of the specification document

The specification is really important for users to get the information they need

Users need to search inside the spec but were not always familiar with how to search a PDF SUMMARY 1/10 C; ₹ 🖶

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

Opening spec in a new tab caused an issue for one person

If specification is translated into English they must be able to rely on this translation being exact.







Version B



Get information about protected foods, wines and spirits

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< Back

Search for a product

You can search by name, type or class

Cornish Search

- Product type
- ► Status
- ► Class
- ► Country

<u>Legal registers</u>

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Search results

You can search by name, type or class

Cornish

Product type

3 products found <u>Download as a spreadsheet</u>

Status

▶ Class

► Country

<u>Legal registers</u>

Cornish Clotted Cream

Food and Agri UK PDO register. Registered 1 January 2021. Country: United Kingdom.

Cornish Pasty

Food and Agri UK PDO register. Registered 1 January 2021. Country: United Kingdom.

Cornish Sardines

Food and Agri UK PDO register. Registered 1 January 2021. Country: United Kingdom.

1 to 3 of 3 products

Detail Table

< Back

Search results

You can search by name, type or class

Cornish	Search
Cornisii	Search

Product type

Status

Class

► Country

<u>Legal registers</u>

3 products found <u>Download as a spreadsheet</u>

Name	Register	Type	Date registered	Country	Specification	Details
Cornish Clotted Cream	Food and Agri UK PDO	PDO	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>
Cornish Pasty	Food and Agri UK PDO	PGI	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>
Cornish Sardines	Food and Agri UK PDO	PGI	1 Jan 2021	United Kingdom	<u>Specification</u>	<u>Details</u>

1 to 3 of 3 products

Detail | Table

