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

3 users were not clear what a "UK" register would contain and thought it might only contain UK products (and so not any from other countries)

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.

Search

Departments Worldwide How government works Get involved Consultations Statistics News and communications

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

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
- Gl consultations, decisions and appeals
- UK GI logos and product labelling

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)

Each register lists protected product names and their registered.

Protected spirit drink names scheme register

Protected wine names scheme register

Protected aromatised wines scheme register

Traditional terms for wine products register

Related content

UK GI scheme rules

Apply for UK GI protection of a new product name

Change the specification of a GI product

Some users felt that the page had too much stuff on it and would have found it more usable to have the other content elsewhere and linked. However, it did not prevent them finding the register links.

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.

Departments Worldwide How government works Get in Consultations Statistics News and communications

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

UK GI scheme rules
Apply for UK GI protection of a new product name

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 Gl in the UK. Gl 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

- 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 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).

Other ways to get information from the registers

Apply for UK GI protection of a new

- food, agricultural products, beer, cider and perry
 wine
 aromatised wine
 spirit drinks

You can also apply to protect a <u>traditional term</u> 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 $\underline{\sf UK}\, \underline{\sf Gl}$ 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 <u>cancel a registered product name</u> 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:

GI consultations, decisions and appeals

See the $\underline{\text{current consultations}}$ 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.

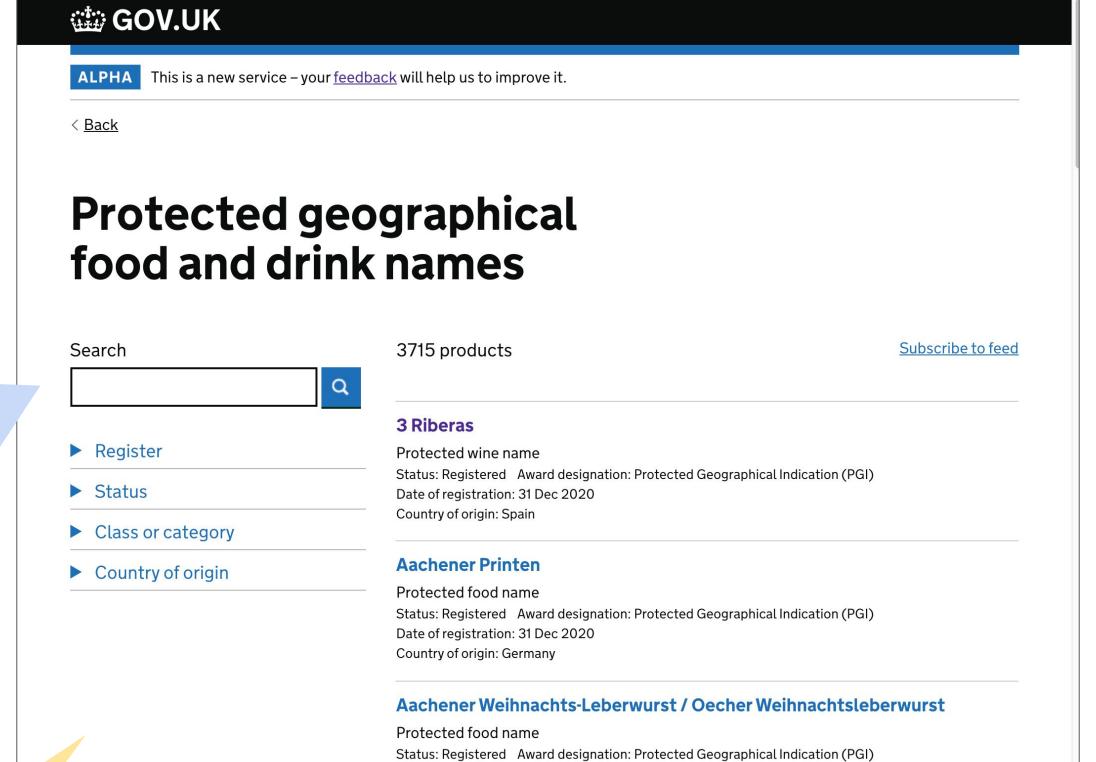
The use of a UK GI logo is optional for wines and spirit drinks, if you choose to use a logo, you must follow the rules,

Specialist Publisher default

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.



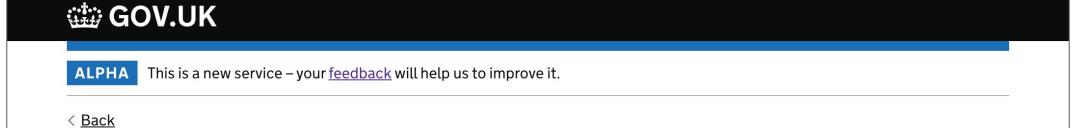
Date of registration: 31 Dec 2020

Initial state before search

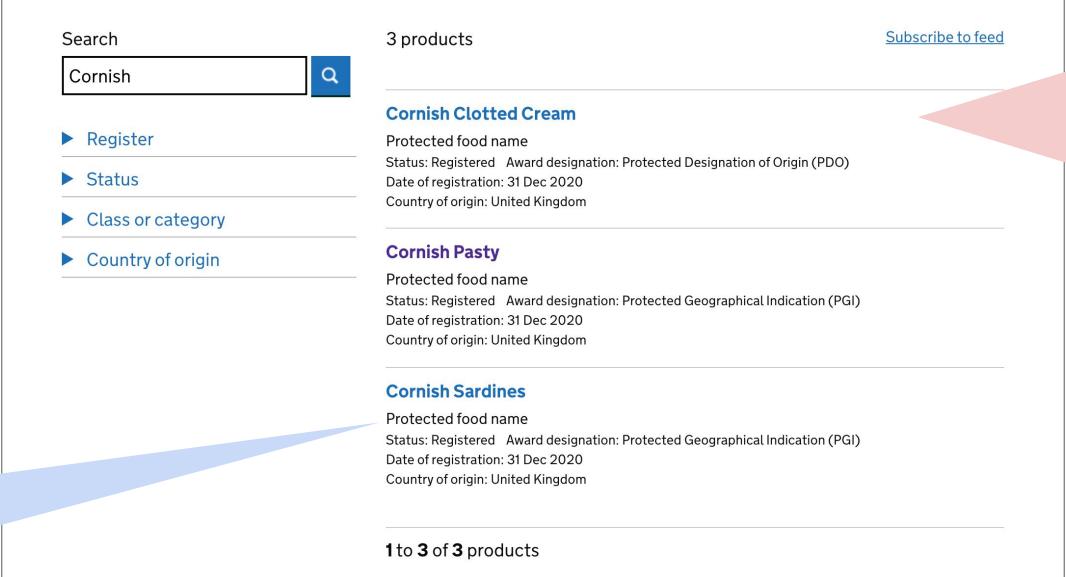
All users were able to find the product they were looking for and understood the contents of the page.

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



Protected geographical food and drink names



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.

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."



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

< Back

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

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

"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.

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

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

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.



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

< Back

Protected geographical food and drink names

Search	3 products	Subscribe to feed
Cornish		
	Cornish Clotted Cream	
▼ Register	Protected food name Status: Registered Award designation: Protected Designation of Origin (PDO)	
Food PDO and PGI	Date of registration: 31 Dec 2020	
	Country of origin: United Kingdom	
Food TSG	Cornish Pasty	
Spirits	Protected food name	
Wines	Status: Registered Award designation: Protected Geographical Indication (PGI) Date of registration: 31 Dec 2020	
	Country of origin: United Kingdom	
Aromatised wines		
Traditional Terms	Cornish Sardines Protected food name	
	Status: Registered Award designation: Protected Geographical Indication (PGI)	
▼ Status	Date of registration: 31 Dec 2020 Country of origin: United Kingdom	
	odding of origin. Officed Kingdom	
Registered		
Applied for	1 to 3 of 3 products	
☐ In consultation		
Rejected		
Rejected		
▼ Class or category		
Select a class		
▼ Country of origin		
Select country ~		

Specialist Publisher customised

All users slightly preferred this view.

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



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

< Back

Protected geographical food and drink names

Search	3 products	3 products <u>Do</u>		wnload spreadsheet
Cornish	Registered product name	Award designation	Country of origin	Date of registration
➤ Register ➤ Status	Cornish Clotted Cream	PDO	United Kingdom	31 Dec 2020 (EU registration: 1 Oct 1998)
Class or categoryCountry of origin	<u>Cornish Pasty</u>	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			

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.

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.



Check protected food and drink names

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

< Back

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 23 July 2011 registration with the EU

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.

Fully customised dev build

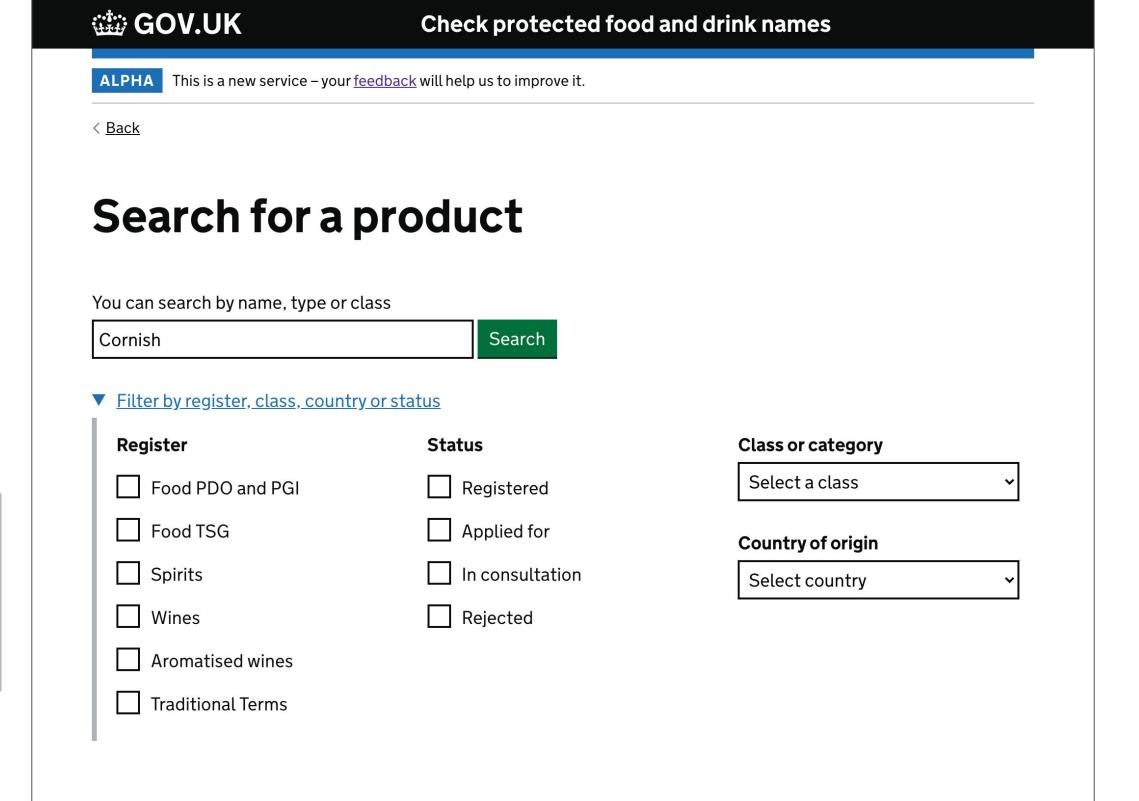
- as iterated from version 1

Only seen by 3 participants

GOV.UK	Check protected food and drink names
ALPHA This is a new service – your <u>feedba</u>	<u>ck</u> will help us to improve it.
< <u>Back</u>	
Casuah faus pu	
Search for a pro-	oduct
You can search by name, type or class	oduct
-	oauct

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"



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 "



Check protected food and drink names

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 register, class, country or status

3 products found

Download in a spreadsheet

Cornish Clotted PDO 1 Jan 2021 United Spec Cream Kingdom	cification <u>D</u>	Details
		<u> </u>
Cornish Pasty PGI 1 Jan 2021 United Special Kingdom	cification <u>D</u>	<u>Details</u>
Cornish Sardines PGI 1 Jan 2021 United Specific Kingdom	cification <u>C</u>	<u>Details</u>

1 to 3 of 3 products

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



Check protected food and drink names

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

< Back

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 1 October 1998 registration with the EU

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.