

# GIR version 1 research summary

13 August 2020

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## 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](#)

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

A couple of users spotted inconsistencies in the text.

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

Intro mentioned as being useful

Comment about mentioning protection types for clarity: PGI, PDO and GI

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

Version A

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# Search for a product

You can search by name, type or class

Search

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

[Legal registers](#)

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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

All users expected to start with a text search

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

"nice and simple, less clunky than e-Ambrosia"

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# Search results

You can search by name, type or class



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

**3** products found [Download as a spreadsheet](#)

[Cornish Clotted Cream](#)

[Cornish Pasty](#)

[Cornish Sardines](#)

**1 to 3** of **3** products

[List](#) | [Detail](#) | [Table](#)

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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

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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## [Cornish Clotted Cream](#)

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

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## [Cornish Sardines](#)

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

**1** to **3** of **3** products

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Users found it useful to have some details included

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## Search results

You can search by name, type or class



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

3 products found [Download as a spreadsheet](#)

Name	Register	Type	Date registered	Country	Specification	Details
<b>Cornish Clotted Cream</b>	Food and Agri UK PDO	<b>PDO</b>	1 Jan 2021	United Kingdom	<a href="#">Specification</a>	<a href="#">Details</a>
<b>Cornish Pasty</b>	Food and Agri UK PDO	<b>PGI</b>	1 Jan 2021	United Kingdom	<a href="#">Specification</a>	<a href="#">Details</a>
<b>Cornish Sardines</b>	Food and Agri UK PDO	<b>PGI</b>	1 Jan 2021	United Kingdom	<a href="#">Specification</a>	<a href="#">Details</a>

1 to 3 of 3 products

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Pretty much all users found the table layout most useful

Name, protection type and country columns useful. Register not. Date partially useful.

What columns would be most useful?

Users understood what these links would do

Users found the direct link to the specification was really helpful

"That's helpful - to have more information"

"I like that I can link direct to the details and specification"

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# Search results

You can search by name, type or class

Search

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

Product type

☒ Food  
☐ Wine  
☐ Spirit drink  
☐ Aromatised wine

Status

☐ Applied  
☐ Published  
☒ Registered  
☐ Rejected

Class

Select a class

Country

Select country

3 products found for: [Download as a spreadsheet](#)

- Type: Food
- Status: Registered

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

1 to 3 of 3 products

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'

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 make 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



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# Cornish Clotted Cream

**Specification** [Cornish Clotted Cream specification \(pdf\)](#)

**Type** 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



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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

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

"Gives me everything I need"

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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 PGI register](#)
- [Food TSG register](#)
- [Wines register](#)
- [Aromatised wines register](#)
- [Spirits register](#)
- [Traditional Terms register](#)

[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

1419 products

[Download as a spreadsheet](#)

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

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



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

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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](mailto: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](http://www.stiltoncheese.com)

Email:

[enquiries@stiltoncheese.com](mailto: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

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# Search for a product

You can search by name, type or class

Search

▶ [Product type](#)

▶ [Status](#)

▶ [Class](#)

▶ [Country](#)

[Legal registers](#)



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# Search results

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Country

[Legal registers](#)

3 products found [Download as a spreadsheet](#)

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[Cornish Sardines](#)

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

1 to 3 of 3 products

[Detail](#) | [Table](#)



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1 to 3 of 3 products

[Detail](#) | [Table](#)

