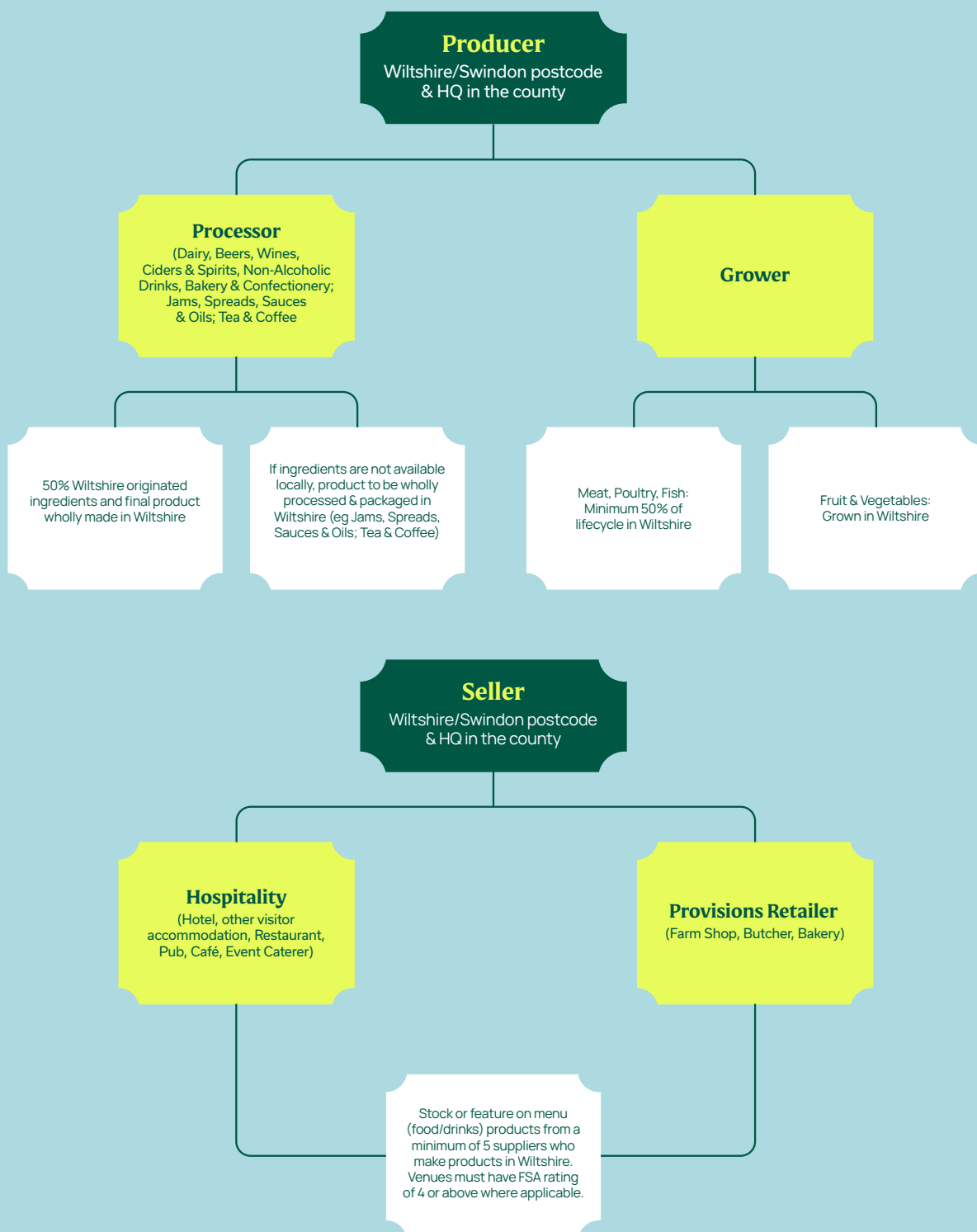


The Wiltshire Marque Eligibility Criteria



If you're not sure whether your business is eligible, drop us a line on hello@wiltshiremarque.co.uk

This is a summary of our full eligibility criteria. Wiltshire Marque reserves the right to amend this criteria at any point.



Eligibility Criteria for The Wiltshire Marque

- The Wiltshire Marque (“the Scheme”) is a scheme that identifies produce that has been produced in the county of Wiltshire.
- Producers, growers, makers, processors and sellers can apply to use the Wiltshire Marque if their business is based within the county boundary and has a Wiltshire post code (“the Scheme Boundary”).
- If the applicant’s business is part of a chain or franchise, the original outlet would need to have been based in the county of Wiltshire or have a Wiltshire postcode.
- The Scheme is not available to home based micro businesses producing small batch products. If this describes your business, and you have an appetite to grow, we can direct you to other sources of business support that will help you on your journey. Please contact us separately via the [Growth Hub](#).

General Criteria

- All produce must be grown, reared, raised, caught, laid, fished, brewed or processed within the Scheme Boundary.
- All producers/businesses must operate in accordance with Trading Standards, Environmental Health, Animal Welfare Standards, and any other relevant UK and European licensing and legislation.
- Where appropriate, producers must have a Food Standards Agency (FSA) Food Hygiene rating of 4 or above with a current listing on the FSA website [Search for ratings | Food Hygiene Ratings](#)
- In order to use the Wiltshire Marque, you will need to sign a Licence Agreement.



Category Specific Criteria

Livestock (meat)

- All animals should be subject to good husbandry and welfare at all times and in a way which meets the requirements of current legislation [Animal welfare - GOV.UK \(www.gov.uk\)](http://www.gov.uk)
- Livestock (other than poultry) must have spent at least the last half of their lives within the Scheme Boundary.
- Livestock (other than poultry) must have been grazed within the Scheme Boundary for at least 6 months of every year. Please be aware that your movement records may be checked to provide proof.

Game

- Game must be shot or caught within the Scheme Boundary by an authorised person with permission of the landowner to hunt and carrying all the necessary licence(s) and permissions.

Fish

- Fish must be caught within the Scheme Boundary by an authorised person with permission of the landowner to fish and carrying all the necessary licence(s) and permissions.
- Farmed fish must be covered by a quality assurance scheme.

Poultry

- Poultry must be free range, with continuous daytime access to the open air and low stocking densities (minimum of one hen per 4 square metres).

Processed and Cooked Products

- Wherever possible, processed products must contain raw ingredients obtained from within the Scheme Boundary.

- The weight or volume of all processed products (e.g. sausages, hamburgers, cheese) must be comprised of a minimum of 50% of product that has come from within the Scheme Boundary.
- If a minimum 50% of the ingredients by weight or volume are not available within the Scheme Boundary, i.e. the main ingredient is not grown, reared or commercially available within the Scheme Boundary, then the product must be 100% processed & packaged within the Scheme Boundary (e.g. Tea & Coffee, Spreads, Sauces & Oils)
- For processed products, invoices and receipts of produce purchased, and other traceability evidence may be required on request.
- Wherever possible, cooked products must contain raw ingredients obtained from within the Scheme Boundary. For example, bread, cakes, pastries, pies and patisserie should include locally produced ingredients which could include eggs, butter, cream, oils, flour, sweeteners & flavourings (e.g. honey).
- In assessing an application for cooked products, a list of locally produced ingredients will be required on application. A written commitment to source additional locally produced ingredients going forward will be considered.

Fruit Crops & Vegetables

- All Grown Produce Including: outdoor vegetables (field/market garden grown), protected cropping (tunnels/glass houses e.g. cucumber, tomatoes, peppers and strawberries), fruit crops (soft and top fruit, including rhubarb) must spend 75% of its growing life within the Scheme Boundary.
- Documentation must be available on request proving the produce was grown within the Scheme Boundary. Plugs that have been brought in must have traceability too.

Hospitality

- Hospitality venues and outlets must stock, or feature on their menu, products from a minimum of 5 suppliers made within the Scheme Boundary which individually comply with these Eligibility Criteria (NB this will become a minimum 5 x Wiltshire Marque suppliers in the future.)
- Produce sold (e.g. beer, spirits or other beverages) or used as core components of dishes (e.g. meat, fish, poultry, dairy produce etc.) must be clearly identified.
- Invoices and receipts of produce purchased may be checked.
- Venues must have a Food Standards Agency (FSA) Food Hygiene rating of 4 or above with a current listing on the FSA website [Search for ratings | Food Hygiene Ratings](http://www.food.gov.uk)

Provisions Retailer

- Retailers must carry products from a minimum of 5 suppliers made within the Scheme Boundary which individually comply with these Eligibility Criteria (NB this will become a minimum 5 x Wiltshire Marque suppliers in the future.)
- Wiltshire Marque produce should be clearly identified where viable.
- Invoices and receipts of produce purchased may be checked.

