



## RESPONDENT INFORMATION FORM

**A consultation on an application to register the name “Scottish Wild Venison” as a protected geographical indication under the EU quality schemes for agricultural products and foodstuffs**

**This form must be completed and returned with responses by post or email.**

Are you responding as an individual or an organisation?

- Individual  
 Organisation

Full name or organisation's name

Scottish Land & Estates

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The Scottish Government would like your permission to publish your consultation response. Please indicate your publishing preference:

- Publish response with name  
 Publish response only (anonymous)  
 Do not publish response

We will share your response internally with other Scottish Government policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for Scottish Government to contact you again in relation to this consultation exercise?

- Yes  No

## CONSULTATION QUESTIONS

### A consultation on an application to register the name “Scottish Wild Venison” as a protected geographical indication under the EU quality schemes for agricultural products and foodstuffs

1. Do you object to the proposal to register the name Scottish Wild Venison as a protected geographical indication?

Yes

No

1. On what grounds is your objection based? *(select all that apply)*

Non-compliance with the conditions as laid down in Article 5 or non-compliance with product specification requirements as laid down in Article 7(1) of Regulation (EU) No 1151/2012

Registration of the name would be contrary to Article 6(2) of Regulation (EU) No 1151/2012 (name conflicts with plant variety or animal breed)

Registration of the name would be contrary to Article 6(3) of Regulation (EU) No 1151/2012 (name wholly or partly homonymous)

Registration of the name would be contrary to Article 6(4) of Regulation (EU) No 1151/2012 (existing trademark)

Registration would jeopardise the existence of names, trademarks or products as specified in point (c) of Article 10(1) of Regulation (EU) No 1151/2012

The name proposed for registration is generic; details to be provided as set down in point (d) of Article 10(1) of Regulation (EU) No 1151/2012

2. Please outline your answer.

SLE is supportive of the application for protected geographical indication in relation to “Scottish Wild Venison”.

Venison has enjoyed great market growth over the last decade and SLE is pleased to see Scottish Government recognising the important role the venison sector brings to the rural economy.

Venison has some of the best qualities in terms of health and nutrition of any meat and is growing in popularity amongst the consumer, with the current market suggesting there is room for further growth. It would therefore seem imprudent not to further develop and bring

forward new ways where we can meet this growing demand and increase the value of the venison sector to our rural economy.

Whilst SLE does not object to the proposed application, we would like to voice concerns about the potential effect of PGI status on the deer farming industry. To separately market and promote wild venison might be seen by the deer farming industry as trying to increase the carcass quality and value of wild venison by differentiating it as a premium food.

Scotland clearly has a premium product, steadily growing in consumer demand and a highly receptive market. SLE is of the firm opinion that Scottish Government should continue to support and expand growth of this premium product across Scotland's wild and farmed venison sector ensuring a sustainable future for the industry as a whole is secured.