Ref. Ares(2019)2315682 - 01/04/2019

SINGLE DOCUMENT

'Gower Salt Marsh Lamb'

EC No

PGI ( )PDO (X)

1. NAME(S) [OF PDO OR PGI]

'Gower Salt Marsh Lamb'

2. MEMBER STATE OR THIRD COUNTRY

United Kingdom

3. DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF

3.1. Type of product [listed in Annex XI]

Class 1.1 Fresh meat (and offal)

3.2. Description of product to which the name in (1) applies

'Gower Salt Marsh Lamb' is prime lamb that is born reared and slaughtered on the Gower peninsular in South Wales. It is the unique vegetation and environment of the salt marshes on the north Gower coastline, where the lambs graze, which gives the meat its distinctive characteristics.

'Gower Salt Marsh Lamb' is a natural seasonal product available from June until the end of December. There is no restriction on which breeds (or x breeds) of sheep can be used to produce 'Gower Salt Marsh Lamb'. However, the breeds which are the most suitable, are hardy, lighter more agile breeds which thrive well on the salt marsh vegetation.

'Gower Salt Marsh Lamb' is aged between 4 to 10 months at time of slaughter. All lambs must spend a minimum of 2 months in total, (and at least 50% of their life) grazing the salt marsh although some lambs will graze the salt marsh for up to 8 months.

The lambs are, extensively reared and are naturally "fit" animals, grazing over long distances on the saltmarshes. This contributes to the specific characteristics of 'Gower Salt Marsh Lamb', producing a slower maturing lamb, achieving the optimum balance of lean meat to fat with "consistent distribution and configuration of fat marbling throughout the muscle fibres". Leg joints are well defined with good muscle conformation and the raw meat is dark red in colour.

'Gower Salt Marsh Lamb' has a carcass weight at slaughter between 16-23kgs deadweight. 'Gower Salt Marsh Lamb' is EUROP carcass classified as 2L to 3L fat class and U to O conformation with the majority of lambs classifying as R conformation and fat class 3L.

When cooked (as described by an independent sensory analysis panel) 'Gower Salt Marsh Lamb' delivers a "well rounded lamb flavour that is mild, sweet, and delicate with grassy, herby slightly salty fresh notes and leaves a pleasant savoury lamb residual aftertaste in the mouth". The fat (which is well distributed and, remains visible when cooked) is creamy in colour and renders during cooking to leave a clean

non greasy texture on the palate. The lamb has a “sweet subtle aroma and is tender and succulent”. When assessed by a texture analyser, ‘Gower Salt Marsh Lamb’ maintained muscle fibre integrity which correlates to “succulence on first bite”.

‘Gower Salt Marsh Lamb’ can be sold either in carcase or cuts of meat. Preferably it should be sold and eaten when fresh, although the meat may be frozen.

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

All forage both grazed and conserved must come from the designated area and the intention is to source 100% of all feed. However, in exceptional circumstances bought in feed up to a maximum of 25% annual dry matter is allowed. This is audited by grazing and conservation records and recording evidence of feed inputs imported onto the farm by producer diaries.

3.4. Specific steps in production that must take place in the identified geographical area

All “Gower Salt Marsh Lamb” must be born, reared and slaughtered in the designated area.

3.5. Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to

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3.6. Specific rules concerning labelling of the product the registered name refers to

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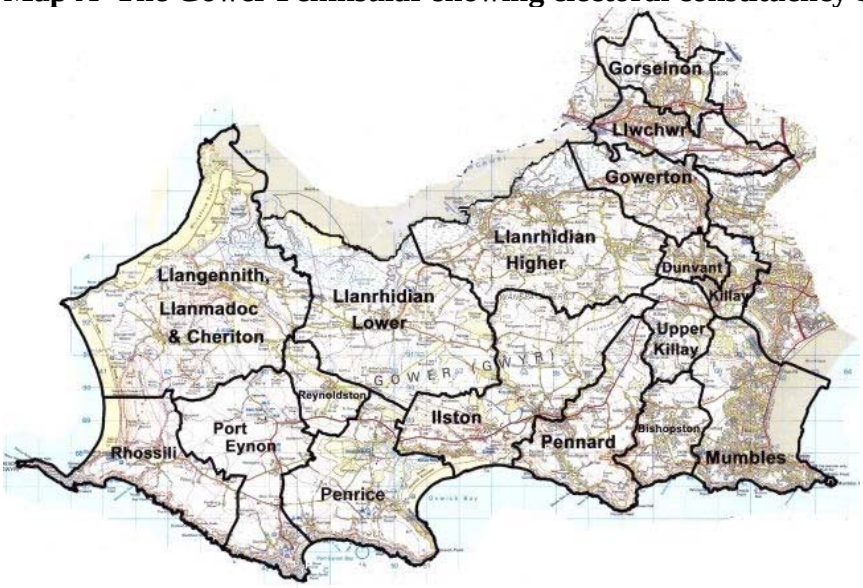
4. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

The Gower Peninsular

The Gower Peninsular in South Wales as demarcated by the electoral constituency boundaries listed below and as shown in Map A;-

The Gower Peninsular’s Electoral Constituency Boundaries
Gorseinon, Llwchrwr, Gowerton, Dunvant, Killay, Upper Killay, Mumbles, Bishopston, Pennard, Llanrhidian Higher, Llanrhidian Lower, Ilston, Penrice, Reynoldstone, Port Eynon, Rhossili, Llangennith, Llanmadoc, Port Eynon, Rhossili, Llangennith, Llanmadoc, Cheriton

Map A The Gower Peninsular showing electoral constituency boundaries



The Gower Peninsular includes the coastal salt marshes on the northern coastline of the peninsular as shown in Map B below:

Map B Showing the north Gower salt marshes



As can be seen from the map above, in totality, these salt marshes cover an area east of Whitford Burrows to the Loughor Bridge on the A484. This area comprises of:-
1) Llanrhidian and Landimore salt marsh – east of Whitford Burrows to Salt house Point

Whitford Burrows	Salthouse Point
Co-ordinates	Co-ordinates
OS X (Eastings) 244680 OS Y (Northings) 195115 Nearest Post Code SA3 1DL Lat (WGS84) N51:38:00 (51.633343) Long (WGS84) W4:14:44 (-4.245646) Lat,Long 51.633343,-4.245646 Nat Grid SS446951 / SS4468095115	OS X (Eastings) 252330 OS Y (Northings) 195847 Nearest Post Code SA4 3SN Lat (WGS84) N51:38:31 (51.641982) Long (WGS84) W4:08:08 (-4.135504) Lat,Long 51.641982,-4.135504 Nat Grid SS523958 / SS5233095847

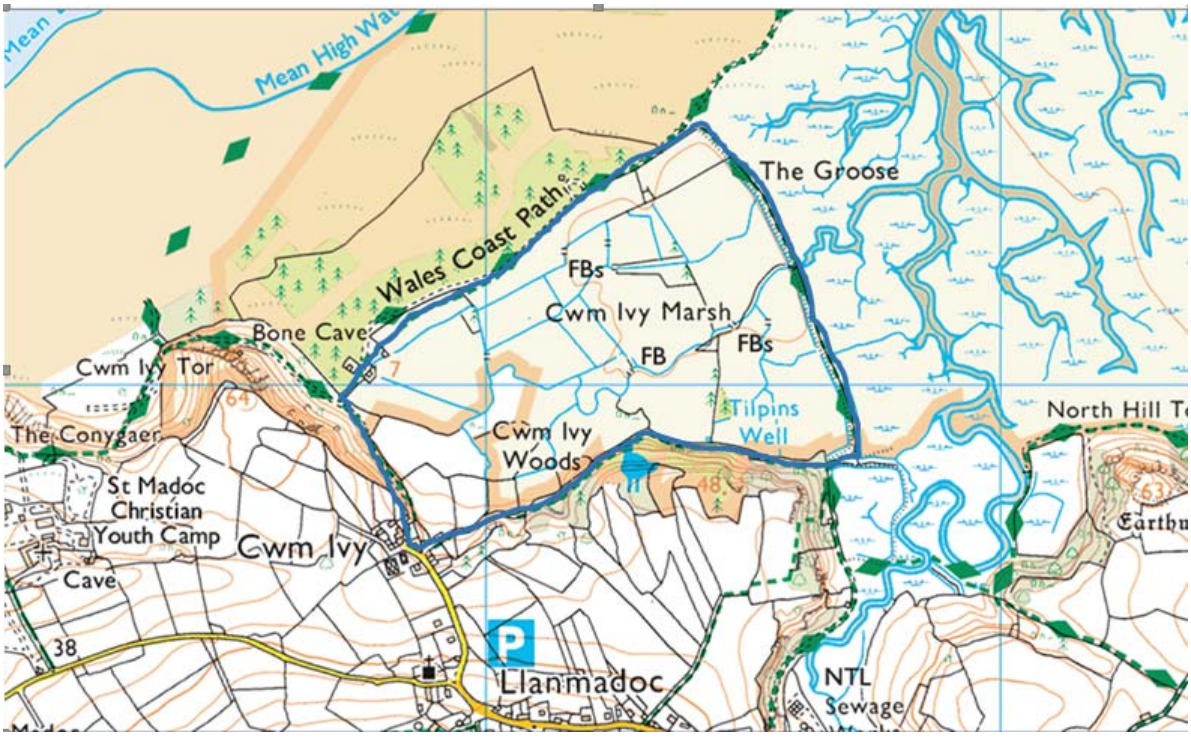
2) Penclawdd and Crofty salt marsh – from Salthouse Point to the Loughor Bridge

Salthouse Point	Loughor Bridge
Co-ordinates	Co-ordinates
OS X (Eastings) 252330 OS Y (Northings) 195847 Nearest Post Code SA4 3SN Lat (WGS84) N51:38:31 (51.641982) Long (WGS84) W4:08:08 (-4.135504) Lat,Long 51.641982,-4.135504 Nat Grid SS523958 / SS5233095847	OS X (Eastings) 256120 OS Y (Northings) 198082 Nearest Post Code SA4 6TP Lat (WGS84) N51:39:47 (51.663047) Long (WGS84) W4:04:54 (-4.081691) Lat,Long 51.663047,-4.081691 Nat Grid SS561980 / SS5612098082

3) Cwm Ivy saltmarsh - as shown outlined dark blue on Map B and Map C below.

Co-ordinates
OS X (Eastings) 244220 OS Y (Northings) 194094 Nearest Post Code SA3 1DL Lat (WGS84) N51:37:27 (51.624043) Long (WGS84) W4:15:07 (-4.251832) Lat,Long 51.624043,-4.251832 Nat Grid SS442940 / SS4422094094

Map C Cwm Ivy salt marsh



5. LINK WITH THE GEOGRAPHICAL AREA

'Gower Salt Marsh Lamb' has the reputation of being a quality product that is born reared and slaughtered on the Gower peninsular in South Wales. It is a natural seasonal product available from June until the end of December.

The lamb is produced from an extensive traditional system of farming where the characteristics and qualities of the final product are influenced by the following 2 key contributory factors;-

- The lamb's natural diet which consists of grazing the unique saltmarsh vegetation found on the north Gower coastline.
- Knowledge and skill base of producers which has developed and remained relatively unchanged for generations.

These factors provide a strong link between the geographical area and the final product and contribute to the unique flavour and characteristics of the product.

'Gower Salt Marsh Lamb' graze the salt-marshes on the northern coastline of the Gower peninsular for a minimum of 2 months but some lambs will be grazing the salt marshes for up to 8 months. These salt marshes cover approximately 4000 acres and make up 22% of Welsh salt marsh resource.

The natural salt marsh vegetation is derived from a combination of its climate and soils. Soil salinity and pH influences the unique type and distribution of vegetation. The salt marshes are naturally acidic with a typical pH of 4. A particular feature of North Gower salt marshes is that they have a high sand content and are well drained. This encourages the predominance of salt marsh grasses enabling the marshes to be a valuable resource for grazing on which, 'Gower Salt Marsh Lamb' thrives.

The salt marshes have a unique range of halophytic plants dominated by mid and upper marsh plant communities with strong representation of the two Annex 1 EC Habitats and Species directive;-

- Atlantic Sea Meadows
- Salicornia and other annuals colonising mud and sand.

It is the lamb's diet on the variety and range of these halophytes found on the north Gower saltmarshes which contributes to the "grassy, herby taste with salty tones" flavour of 'Gower Salt Marsh Lamb'.

The feed value of the marshes is low compared to agriculturally improved grassland. Lambs forage over large open expanses of land producing a lean carcass with good muscle development and well defined leg joints. This extensive system of grazing

results in 'Gower Salt Marsh Lamb 'being slower maturing than more intensively reared lamb and contributes to the characteristics of the lamb carcass and its eating qualities. This slowness of growth provides more time for 'Gower Salt Marsh Lamb' to fully develop its "well rounded, mild, sweet delicate flavour" with "grassy, herby slightly salty fresh notes" from the lamb's diet of species rich halophytics. .

It requires particular knowledge and specific skills to rear and produce 'Gower Salt Marsh Lamb' which graze a unique and physically challenging terrain. These skills, and traditions have developed over time, and been passed down through the generations. Specific skills are listed below;-

a) Understanding of the salt marsh and its tidal ranges to protect sheep and lambs against the danger of rising tides. The producer's work revolves around tides and the tide table which dictates the timing of all major jobs.

- Knowledge of choosing and utilising sheep breeds (and crosses) that can cope with the physical constraints and challenges of grazing the salt marsh with its myriad of deep channels that dissect the marsh. Hardy agile animals are selected which have good feet and are suited to moving on unstable often waterlogged land.
- Greater reliance on shepherding skills to manage sheep and lambs on the saltmarsh with its large vast expanses of open areas dissected by deep channels restricting sheep movement. As large areas of the terrain can only be accessible on foot, shepherds have to rely on their dog working skills.
- Grazing management and knowledge of the salt marsh and its unique saltmarsh vegetation to optimise lamb production to match the availability and cycle of its vegetation.

Lambs have been grazing Gower salt marshes since medieval times and the grazing of the salt marshes has changed little over the years. In 1976, 30 farmers had grazing rights on Gower salt marshes and these salt marshes supported thousands of sheep. In 2018, approximately 3500 lambs per year from 8 producers are reared on these salt marshes.

Reference to publication of the specification

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/762543/gower-salt-marsh-lamb-pfn-spec.pdf