18.84.95.

APPLICATION TO REGISTER EXMOOR JERSEY BLUE CHEESE AS A PROTECTED DESIGNATION OF ORIGIN

1. Competent Authority

Ministry of Agriculture, Fisheries and Food
Whitehall Place
West Block
London
SW1A 2HH

2. Applicants:

A. Duffield
Exmoor Blue Cheese
Willett Farm
Lydeard St Lawrence
Taunton
Somerset TA4 3QB

Quality Milk Producers
Office Address:
The Bury Farm
Pednor Road
Chesham
Buckinghamshire HP5 2JY

3. Name of Product:

Exmoor Jersey Blue Cheese

4. Description of Product:

Full fat blue veined soft cheese, with a buttery texture. Made from unpasteurised milk of Jersey Cows. Natural rind carrying both blue and white moulds. No added colouring or other artificial additives. Typical composition 49% moisture, 1½% salt, 34% fat, pH 6.0.

5. Definition of the Geographical Area

West Somerset including part of the Exmoor National Park.

6. Background

Willett Farm is a dairy farm, which supplies milk for Cheddar cheesemaking by Tower Farms Dairy on the same estate. In 1986 a small cheesemaking operation

was started as a diversification on Willett Farm itself, by the cheesemaker from Tower Farms. This used a traditional hand process, initially based on sheep's milk. Dr Duffield took over this operation at the beginning of 1988. He extended the product range by also making cheese first from goat's milk and then Jersey cow's milk, and by adapting the process to make softer cheese as well. Exmoor Jersey Blue was the resulting soft Jersey cows milk cheese, and has become their highest volume product. Production started in 1990 for local sale, and expanded to satisfy a national market in 1991 (when the Milk Marketing Board freed the milk supply).

Over the past year they have averaged approximately 7000 l/month of milk and made c.3/4 tonne/month Exmoor Jersey Blue Cheese.

7. Method of Production

Milk is heated to 70°F. Starter is added and the milk is heated to 85-90°F and this temperature is held for 3-5 hours. Vegetarian rennet and penicillium roquefortti are added during this period. After the curd has set, it is cut and allowed to heal for a short time. Two-part moulds are filled with curd using hand-strainers and the curd is left to drain. After approximately 6 hours the top section of the moulds is removed and the moulds are turned. They are turned again after approximately 18 hours. After 24 hours the cheeses are left in a solution of brine for approximately 6 hours. The cheese is left to drain for approximately 36 hours and is turned twice during this period. After undergoing needling into both faces by hand, the cheese is transferred to a maturing room and sprayed from both sides with Penicillium Candidum. The cheese is then left to mature for 3 to 6 weeks and turned every other day.

8. Link with the Geographical Area

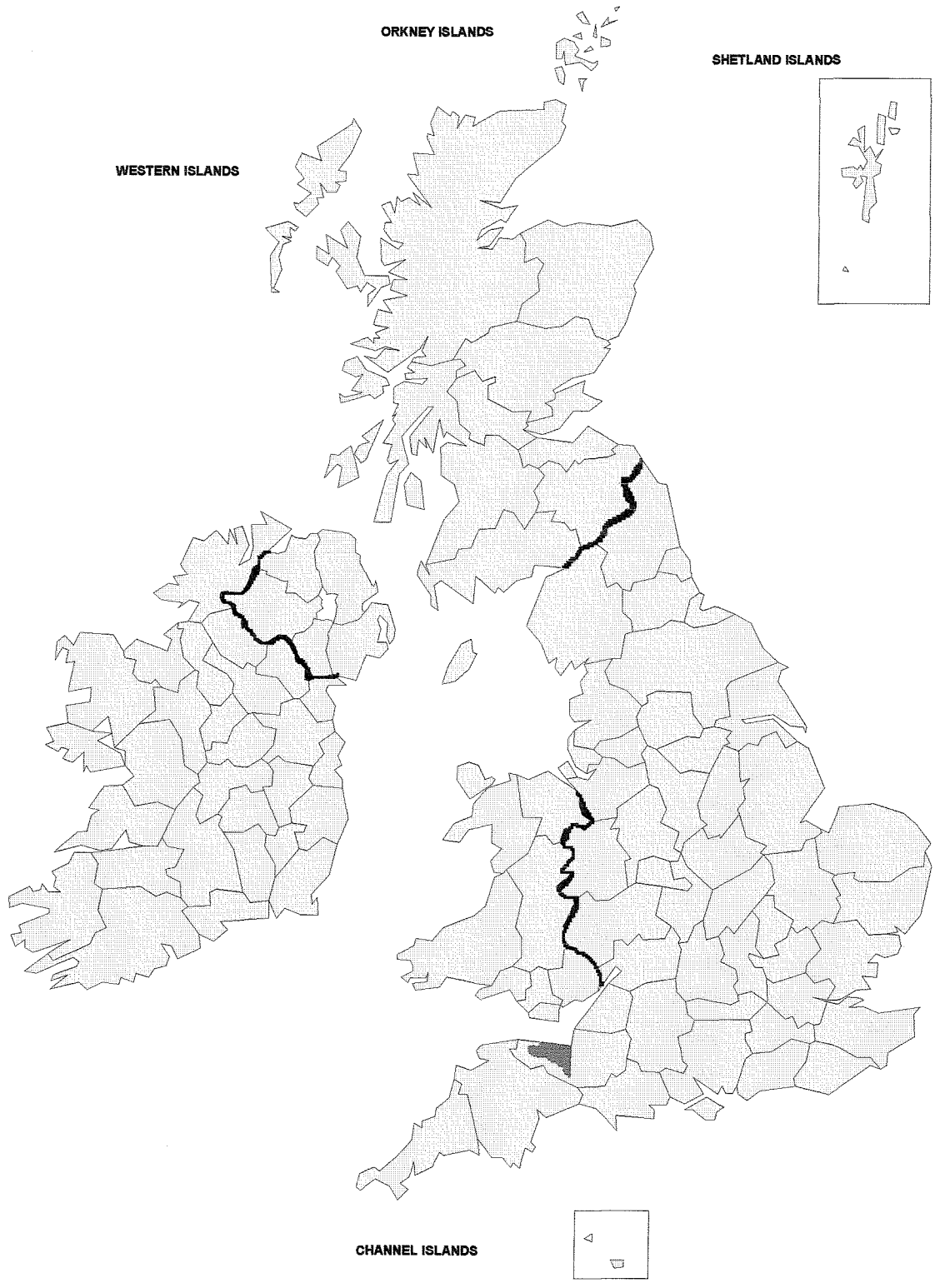
The warm, wet climate of West Somerset and the red soil deriving from the underlying old and new red sandstone, combine to give a characteristic lush pasture and long grazing season producing a richly flavoured milk.

9. Inspection Body

Specialist Cheesemakers' Association
P O Box 256A
Thames Ditton
Surrey
KT7 0HR

9. Labelling

Protected Designation of Origin



EXMOOR JERSEY BLUE CHEESE

Geographical area:

West Somerset including part of the Exmoor National Park

EXMOOR JERSEY BLUE CHEESE
NAT. FILE NO: 03013

JERSEY MILK CHEESE



UNPASTEURISED

EXMOOR

Jersey Blue

Full Fat Soft Blue Cheese

BEST BEFORE ..... MID/END OF _____

Store at 4°C

ENGLAND WS 004 M

Made with Vegetable Rennet

—by—

EXMOOR BLUE CHEESE · WILLETT FARM · LYDEARD ST. LAWRENCE · N^r TAUNTON · SOM · 01984 667328