Council Regulation (EEC)No.2081/92
Application for Registration: Article 17(1)

PDO

National File No: PDO/00116

1. Competent Authority

Food from Britain
301-344 Market Towers
New Covent Garden Market
London SW8 5NQ

Tel: 071 720 2144 Fax: 071 627 0616

2. Applicant Group

Agriculture and Fisheries Committee
Howard Davis Farm
Trinity
Jersey JE4 8UF

Composition: Producers (c400) Packing Centres (30) Other (NIL)

3. Name of Product

Jersey Royal (known also in the plural Jersey Royals and in the shortened form Jerseys or Royals)

4. Type of Product

Early Potato - category 1.6

5. Description of the Product

a) Name: Jersey Royal

b) Description:

Foliage

Habitat: Medium spreading and open.

Colour:	Dark green, glossy with trace of pigment.
Stems:	Medium number, straight and branched.
Leaf:	Medium size, open, trace of pigment.
Primary Leaflets:	Small and Narrow.
Secondary Leaflets:	Many and large.
Leaflet Surface:	Smooth with wavy margin.
Buds:	Dark.
Flowers:	Few white and short stalk.
Berries:	Rare.
Sprouts:	Blue and sparse.

General Description

First early grown for early production in Jersey. Produces yields of uniform long oval tubers. Medium - low dry matter. Firm cooked texture. Market - New season ware.

Tubers

Long oval with yellow skins. Skin texture tough. Medium - deep eyes.

It has a unique taste that enables it to obtain a market premium over other early potatoes and this is recognised in market reports.

It has the property of being able to retain its flavour for several days, although, in common with many other varieties of early potatoes, the skin greens on exposure to sunlight. While the Jersey Royal is carefully handled by packing depots the potato is able to stand up to some mishandling: and important factor to Island growers where the produce has to be exported by sea to its market place. This important attribute was clearly demonstrated to growers many years ago when for a short period other early potatoes were grown. (For many years growers have been banned from exporting in season any potatoes other than Jersey Royal so as to ensure its unique name is maintained).

Clues to identification

Dark green vigorous foliage. Robust stems. Dark green, glossy leaflets with a thick appearance and wavy margins - terminal often fused. Few small white flowers.

c) Geographical Area

The area in which the potato is grown and prepared for marketing is the island of Jersey.

d) Background

The Jersey Royal is an early kidney potato that has marketed exclusively from Jersey for over 100 years. It has a unique taste that enables it to obtain a market premium over other early potatoes and this is recognised in market reports:- it is quoted separately.

The Jersey Royal new potato is a selection (clone) of a distinct type of potato cultivar International Kidney.

Random Amplified Polymorphic DNA (RAPD) techniques have determined the genetic similarity between Jersey Royal, and two sources of International Kidney.

The Jersey Royal clone of International Kidney was selected around 1880 from a single tuber, and all the currently grown selections are believed to have originated from this single clone source.

The Jersey Royal could be botanically described as:

> "Solanum tuberosum cv International Kidney cl Jersey Royal"

The RAPD testing has confirmed the known origins of the Jersey Royal and its similarity with other International Kidney clones, but has not confirmed the same genetic identity. It is therefore reasonable to treat Jersey Royal as a distinct clone of the potato cultivar International Kidney.

The name Jersey Royal was derived from the Royal Jersey Fluke and it is appropriate to quote from the Jersey Biographical Dictionary.

"De La Haye, Hugh (1835 - 1906). Originator of the Royal Jersey Fluke. Born 1835. For many years he farmed Bushy Farm on Mont Cochon."

About 1880, at the dinner which he gave to his neighbours after the Grande Charrue ('Big Plough'), he passed round two huge potatoes which had been presented to him as curiosities. One of these had fifteen eyes and after dinner was cut into pieces and planted on a cotil above Bellozanne Valley. Next Spring they produced a large and early crop; but De La Haye was surprised to find that, though the parent potatoes had been round, all the produce of one of them was kidney-shaped. He nursed these new potatoes carefully and Charles Le Feuvre named them Royal Jersey Flukes. From this small beginning sprang all the later types of Royals and the early potato trade which brought such prosperity to Jersey.

In September 1882 his fellow farmers presented him with an illuminated address and a purse of gold "as a feeble recognition of our appreciation of the service you have rendered to your native isle by the introduction of the Jersey Fluke". He never made any effort to exploit for his own advantage his lucky discovery and, when ill-health compelled him to give up his farm, his income was very small. In old age he spent most of his time chatting to friends. He never married and died in the General Hospital on 2nd September 1906.

While this clearly demonstrates significant established usage of Jersey Royal within Jersey the name is also well established on the UK Wholesale Market and also by the consumer throughout the British Isles. Reference to any UK produce marketing periodical over the last 100 years will reveal that the Jersey Royal has been quoted as a separate commodity from Early Potatoes. Trade press quotes such as "the first of the Royals have arrived" of "the Jersey Royal season has started" are common place. Recipes will often quote the use of the Jersey Royal (often garnished with mint) rather than merely advising the use of Early Potatoes.

The Jersey Royal is grown on some 400 holdings and is graded and packed for marketing at some 30 packing centres.

For many years growers have been banned from exporting any potatoes other than the Jersey Royal so as to ensure that its unique name is maintained.

e) Method of Production

Each grower carefully controls his own stock of Jersey Royals, growing his own seed on his own farm. Selection is made within the seed fields to select plants yielding even size tubers and tubers of a suitable size (over large tubers cannot be shipped from the Island). There is no source of Jersey Royals outside the Island to which growers can resort.

Growers stand their seed growing on the second shoot and by far the majority of the crop is planted by hand. While artificial fertilisers are used, locally collected seaweed is used extensively, not only does it provide an excellent source of organic fertiliser, the salt content of the seaweed it is believed does much to enhance the flavour.

The crop is lifted taking great care to ensure it is undamaged (see Code of Practice attached at Annex I). Growers make particular effort to ensure that the machinery involved is carefully regulated so that the tubers are not damaged. To this extent the Department of Agriculture and Fisheries uses 'electronic potatoes' to monitor the machinery in use. While some of the crop is packaged directly from the harvester, by far the majority is packed at packing stations. Again care is taken with the selection and operation of grading and packing machinery (again see Code of Practice).

Marketing of the crop is undertaken by four Government approved grower controlled cooperatives. These cooperatives, in conjunction with the local Farmers' Union, play a major part in producing each year the Code of Practice which is formally endorsed by the Island's parliamentarians responsible for the Industry. It is interesting to note that such is the growers' desire to produce a perfect sample that the Code of Practice has been an adequate means of control rather than by extending legislation.

Both in field and at the packing station Government Inspectors ensure that the crop reaches the very high standards that have been set in legislation. The Inspectors have wide ranging powers and are able to stop the harvesting or packing procedure at any time if machinery is not properly operated. And to order the scorching of a field if diseased (which could spread to tubers) is apparent in the foliage.

It is a unique situation where grower families have not only run their farm for many many generations but have also been responsible for growing and selecting their own seed. This ability to control and manage seed selection is a vital ingredient in preserving the unique characteristics of the Jersey Royal.

f) Link with the Geographical Area

The early potato known as the Jersey Royal, produced exclusively on the island of Jersey has, for over 100 years, been recognised as being distinctly different from all other varieties of early potatoes, and this in large measure is due to the islands geographical environment.

Jersey lies in the shelter of the Bay of St Malo and is south facing slope thus having an equitable climate with rapidly warming soils. Over the years the cultivation of hedges and maintaining of stone walls has added shelter thus making Jersey without doubt the "earliest" area in the British Isles. The Jersey Royal has, uniquely, been adapted by growers to make maximum use of these natural benefits.

The name Jersey Royal is so well established and the appearance and flavour of the potato is so distinctive that producers have accepted that it is almost impossible to imitate. The Island's growers are not permitted to export any other variety of potato and therefore they are very well aware of the need to maintain pure stocks of Jersey Royal Potatoes.

g) Inspection Body

States of Jersey
Department of Agriculture & Fisheries
P O Box 327
Trinity
Jersey JE4 8UF

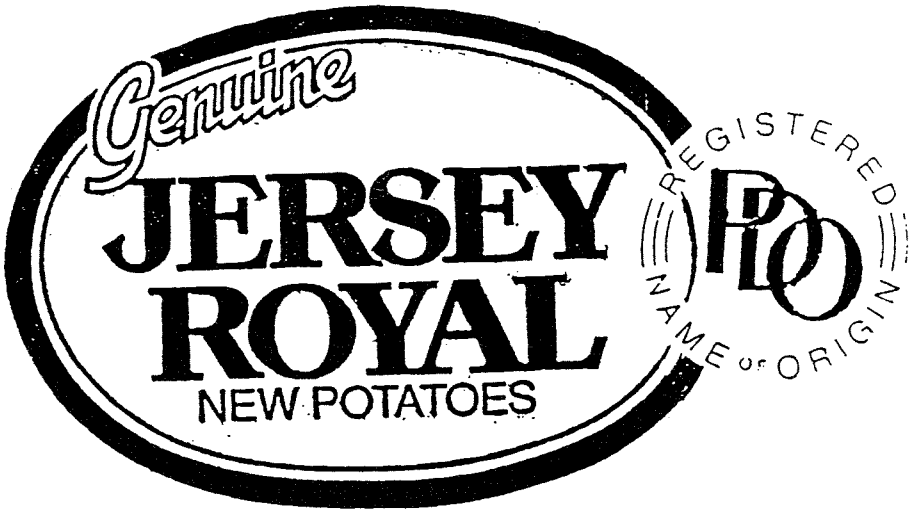
The inspection of all produce is undertaken by a team of Inspectors appointed by the States of Jersey, Department of Agriculture and Fisheries. An inspection operation has been in service since 1927 and its officers undertake regular training and retraining with United Kingdom Horticultural Marketing Inspectorate.

The general criteria that Inspection Bodies must follow are specified by the Competent Authority. The Inspection Service provided by the States of Jersey, Department of Agriculture and Fisheries conforms to these criteria and the Competent Authority monitors these services to ensure that the criteria are met and maintained.

h) Labelling

The packaging of the potatoes whether in bulk or in units for the end consumer will be labelled in accordance with statutory requirements.

Following registration of the name Jersey Royal Potatoes one of the following logotypes will be applied to the outer packaging of the potatoes in close proximity to the registered name as shown below:







The logotype used will be dependent on the size of the package.

Third party packing establishments which breakdown bulk packages into consumer size packs for sale to the ultimate consumer and or caterers may use one or other of the logotypes provided that:-

a) up-to-date records are maintained to show:

- the quantities of Jersey Royal Potatoes that have been delivered to the establishment

- the quantities of the said potatoes that have been sold by the establishment

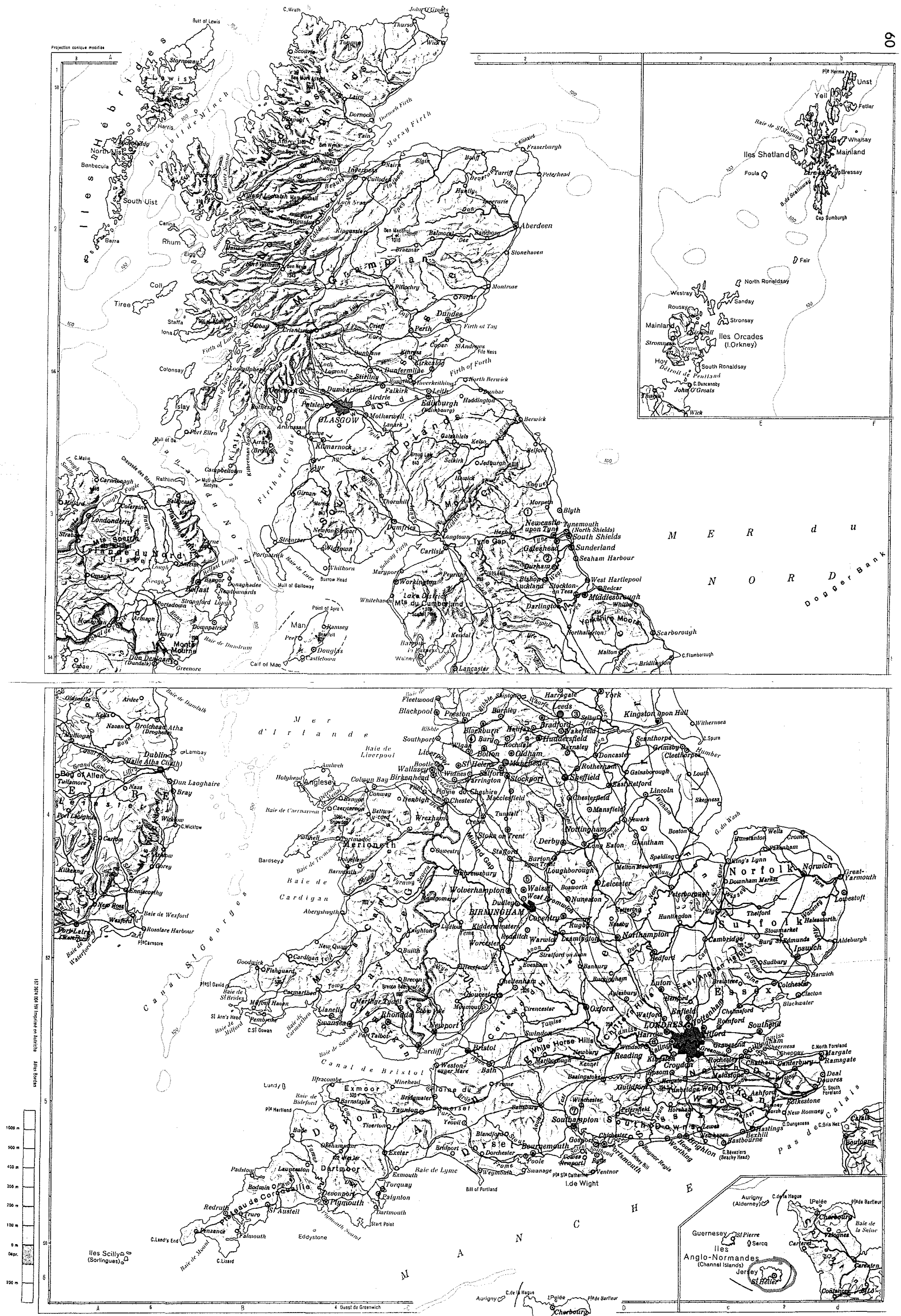
b) the records are made available for inspection by duly authorised persons.

i) National Legislative Requirements

Agricultural Marketing (Jersey) Law 1953

The principal law enables the appropriate Government Department to regulate all aspects of production, packaging and quality.

A copy of relevant documentation is attached at Annex II.



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JERSEY ROYAL

Geographical area :
The Island of Jersey