Ministry of Agriculture, Fisheries and Food
Scottish Office Agriculture and Fisheries Department

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Date acknwledged
Initials

Application for Registration as Designation of Origin/Protected Geographical Indication

- Before you start to complete this form, please read the attached Explanatory Notes [No.] carefully. Forms which are incompete will be returned.

- **All applicants must complete Section A.**

- **Section B : Groups of Producers**
  ~~Only a group is entitled to apply for registration~~ Applications should normally made by this group
  in respect of agricultural products or foodstuffs produced by ~~your~~ group. 'Group' means any association, irrespective of its legal form or composition, or producers and/or processors working with the same agricultural product or foodstuff. If you are applying for registration as a group please complete **Sections A AND B.**

- **Section C : Individuals**
  If you are the sole producer in an area and the geographical area is appreciably different from surrounding areas and/or the characteristics of the products are different, please complete **Section A AND Section C.**

- When completed, the form, and, where appropriate, any supplementary details should be sent to:

For England and Wales
Ministry of Agriculture, Fisheries and Food
Consumer Protection Division, Room 306C
Ergon House, c/o Nobel House,
17 Smith Square, London SW1P 3JR
Telephone No. 071-2386702/6480

For Scotland
Ms M Baldry
Scottish Office Agriculture and Fisheries Department
Room 345A, Pentland House,
47 Robbs Loan, Edinburgh EH14 1TW
Telephone No. 031-244 6186.

Your application will be acknowledged. If you do not receive an acknowledgement within [ ] days of despatch of your form, please contact the appropriate office.

SECTION A : FOR COMPLETION BY ALL APPLICANTS

1. Categories of Registration

(a) **Protected Designation of Origin (PDO)**
The agricultural product or foodstuff must originate in the region or places described in the name. The quality of characteristics must be essentially or exclusively due to that geographic enviornment. A product which meets all the conditions for PDO except for its name (i.e. the name is not geographic or does not refer to the actual area of production, processing and preparation) may still be considered provided the name is traditional (e.g. Stilton).

(b) **Protected Geographical Indication (PGI)**
The agricultural product or foodstuff originating in the region or the specyific place described in the name, must posses a specific quality, reputation or other characteristic **attributable** to that geographical origin.

Is this an application for registration as: *Tick ONE box only*

(a) Protection of Designation of Origin (PDO)? ☐

OR

(b) Protection of Geographical Indications (PGI)? ☑

Form No.

SECTION A : CONTINUED

2. Eligible name

The name must have a geographical descriptor, or exceptionally, may be a non-geographical but traditional name as long as the product originally was linked with a particular/specific geographical area and can meet all the required conditions. The name of a country cannot be registered, but Scotland, Wales, England and Northern Ireland, will not be considered to be countries for the purposes of the regulation and may be included in registered names.

Names that have become generic may not be registered. A name that has become generic is one where there is no longer a geographical link between the produce and its origin and it has become the common name of an agricultural product or foodstuff. It may still be possible to register a geographical name that includes within it a name considered to be generic, but in that case the "generic element" may continue to be used by others. Names conflicting or likely to cause confusion with a plant variety or animal breed may **not** be registered.

(a) **Name of product**

WHITSTABLE OYSTERS

If necessary please continue on a separate sheet and indicate you have done so by ticking this box ☐

(b) **How long has the product been on the market?**

SINCE ROMAN TIMES

3. Products covered by the Scheme

Most foodstuffs will be registerable other than prepared meals and condiment sauces (these may be registered under the Specific Character Regulations). Beers are eligible but wine products and spirit drinks are not. Natural mineral waters and spring waters can be registered. Agricultural products intended for human consumption, including products of first stage processing are also eligible.

"Agricultural products" means products of the soil, stock farming or fisheries. Dairy products and meat products are included. In addition oils and essences such as lavendar oil are inlcuded.

Brief description of the product, e.g. cake, cheese

SHELLFISH

SECTION A : CONTINUED

4. Present area of production/processing and preparation

For PDO the product must be produced **AND** prepared in the defined area. If some raw materials (which may only be live animals, meat or milk) come from outside the named area, your product may still be eligible for PDO status. Please see question [ ] below.

For PDI the product must be produced **OR** prepared in the defined area.

Please enter below details of the present area of production/procesing and preparation:

	Define/Describe the area where this occurs	If this also takes place outside the named area, please give details
PRODUCTION	Preparation. Oysters are rinsed in fresh water before being packed into wooden tubs for despatch. No other preparation is required as the product is sold live. O/s named area ? Some natural production of flat oysters still occurs on the free fishing grounds of the Kentish Flats, within an eight mile radius of Whitstable harbour. This is greatly assisted by natural spat falls of native oysters from the farmed area. The cupped species (gigas) do not breed in our cold waters.	
PROCESSING	Processing. Oysters are collected from the beds during Spring Tides and brought ashore by barge. They are then washed, graded and placed in licenced depuration tanks for two days prior to sale. Samples are checked every month by the Public Health Laboratory.	
PREPARATION	Production. Area where oyster farming occurs. Both Ostrea edulis (Native oyster) and Crassostrea gigas (cultivated European oyster) spat are reared in our hatchery at Reculver. When they have grown to a sufficient size they are laid off on the freehold oyster beds North of Whitstable.	

If necessary please continue on a separate sheet and indicate you have done so by ticking this box ☐

SECTION A : CONTINUED

5. Origin of product

The product must originate in the region or specific place used to describe the agricutural product or foodstuff. You must still provide details bearing out the link with the geographical area if the name is "traditional".

[Fast track procedure?]

5. Origin of product.

Whitstable has been famous for its oysters since Roman times. This is well documented in many books such as -

The Oysters and Dredgers of Whitstable - A.O. Collard.
Oysters with Love - John Rydon
The Glorious Oyster - Hector Bolitho
Wild About Whitstable - Giselle Stroud & Elaine Kirkaldie
Farming Oysters - Whitstable Museum
A New Oyster Cult - Elaine Kirkaldie

In the last century oyster dredging and its associated trades provided the main employment in the area.

If necessary please continue on a separate sheet and indicate you have done so by ticking this box ☐

6. Identical/Similar names

Objections may be made to applications on the ground that it would jeopardise the existence of an entirely or partly identical name or trade mark, or the existence of products which are legally on the market as at 26 July 1992..

Tick as appropriate

Are you aware of any other products made with an identical/similar name? YES ☐ No ☑

If **YES** please give details:

7. Product characteristics

A description of the principle physical (i.e. appearance, texture etc.), chemical, Microbiological and/or Organoleptic (i.e. taste, smell etc.) characteristics will be included in the product sepcification which must be met by registered products. For PDO these must be essentially or exclusively due to the geographical enviornment.

Please describe below the principle characteristics of the product and how these relate to the geographical area:

	Description of characteristics	Relation to geographical area
PHYSICAL	Physical. The two types of oyster grown locally are the native Whitstable oyster. O. edulis. and the cultivated Whitstable oyster C. gigas. The native oyster takes 5 years to reach a marketable size. It is flat and round in shape with a distinctive thumb ~~nail~~ on the right hand side of the hinge. Growth rings mark the exterior shell which has a delicate pink/grey hue. They are unusually slow growing taking five years to reach a marketable size and average 240 grammes, unlike flat oysters from warmer waters whose shells are much lighter with a smaller meat content. The Whitstable area is renowned for the quality of its oysters the meat of which is fat and succulent.	
CHEMICAL MICROBIO	Chemical/Microbiological. Oysters contain a potent cocktail of rare vitamins and minerals. The most important being zinc of which Oysters are the richest animal source. Essential for sexual maturity, an active brain and healthy skin, its healing powers are well recognised by the medical profession. Omega 3, a fatty acid present in oysters, lowers cholesterol levels. Taurine, an amino acid in oysters can help lower blood pressure, ease arthritis and cure liver complaints. Whitstable is classified a Grade B Water but our Health Laboratory tests show the area is really quite pure and we often get Grade A results. In order to ensure the cleanliness of the product, the oysters are depurated for two days in clean sea water treated with UV light.	
ORGANOLEI (i.e. taste/sm… texture)	Organoleptic. When eaten 'au naturel' the experience could be likened to one's first ever dip in the ocean, with an aftertaste of minerals which strangely seems to increase after the oyster has been swallowed. Mainly with a soft and creamy texture, the aductor muscle is particularly succulent.	

If necessary please continue on a separate sheet and indicate you have done so by ticking this box ☐

SECTION A : CONTINUED

8. **Raw materials from outside the area**

if some raw materials which may **only** be live animals, meat or milk) cvome from outside the named area your product may still be eligibel for PDO status if:

- it has a proven traditional character, and [exceptional renown]; and
- providee that the production area for the raw material is limited, special conditions exist for their production and inspection arrangements are made to ensure compliance with these conditions.

If you are applying under this exception, you must be able to prove the reputation and traditional character of your product. **Your application must be lodged by 24 July 1995.**

Please list below the main raw materials used and, the gray area from where they are obtained:

Raw materials	Area obtained	Are raw materilas exclusively from this area If NO please provide details
8. Raw materials. The oyster spat raised at Reculver some eight miles from Whitstable are produced from broodstock taken from the sea off Whitstable . Their food , several species of microscopic algae, is grown in a specially designed system invented by John Bayes B.Sc, Managing Director, Seasalter Shellfish (Whitstable) Ltd. Once they are transferred to a nursery at 3mm, they learn to fend for themselves and adapt to the ambient water temperature before being relaid on the beds off Whitstable. Apart from minute addition of vitamins, minerals and silicate to their diet (for healthy growth and shell formation) no other material is used in their production apart from a daily pumped supply of new seawater.		

9. Methods of production

Please indicate the traditional and/or local methods, including any human, social, or historical factors. These details will form part of the product specification.

Methods of production Please list EACH stage	State how these are controlled

Oysters from the Hatchery

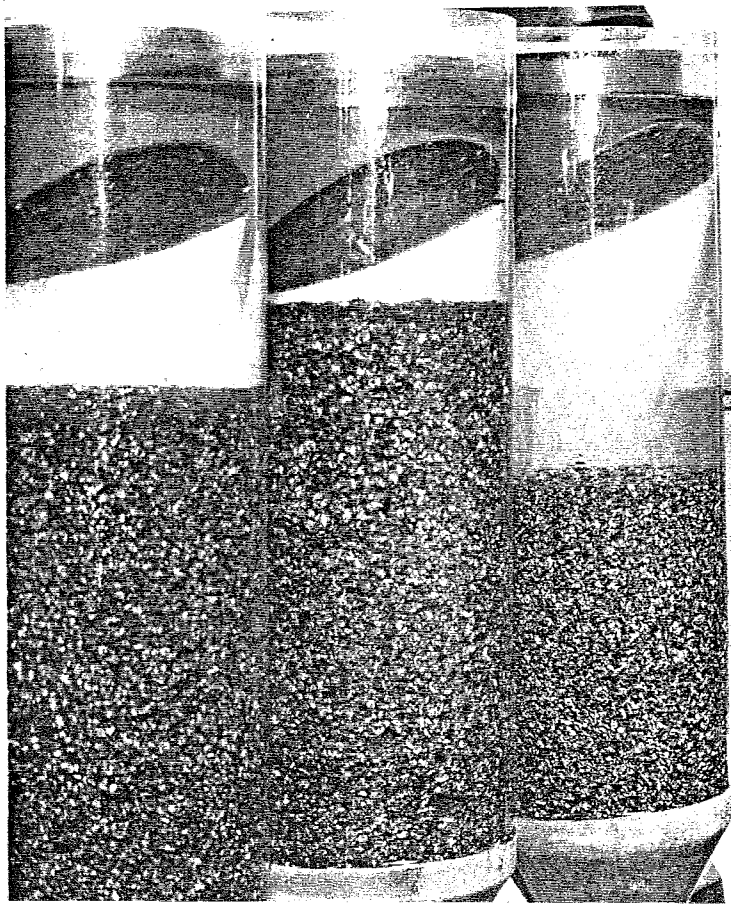
The Hatchery at Reculver artificially creates the ideal conditions for spawning oysters. Seawater is filtered and pasteurised before it is used for growing the particular microscopic algae which are the food of the oysters at all stages of their life. Algae are grown in this treated seawater in tall plastic algae growing bags in a greenhouse, using natural and artificial light, nutrient mixtures, aeration and added carbon dioxide.

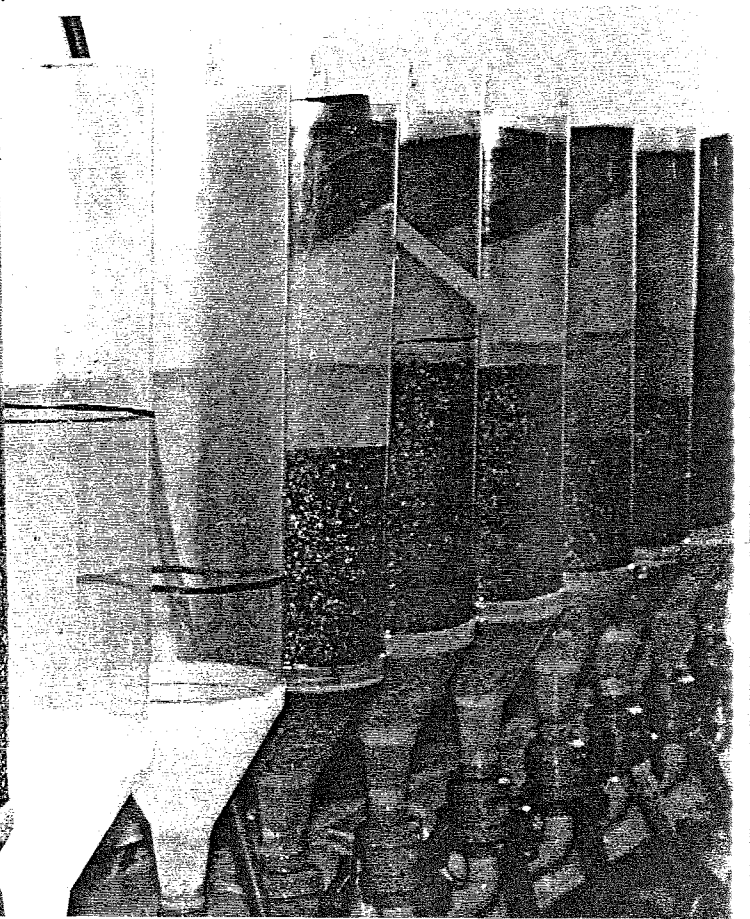
The algae-rich sea water is fed to the ripening breeding oysters kept in tanks in the hatchery, where the temperature is raised to 25°C. Oysters begin life as males and become female after about a year. They then change sex about twice a year. A mixture of oysters of different ages is kept in the tanks to ensure fertilisation of the eggs when they are produced.

Once an oyster has spawned the microscopic larvae are placed in a separate tank. Up to one million eggs may be produced by one oyster. The larvae swim for about two weeks before settling down and becoming *spat*, cementing themselves to a hard surface. They are immediately scraped from this hard surface. They are still tiny (0.3mm). but have the form of adult oysters and they have lost the ability to swim.

The spat is kept in suspension for a further 10 days by bubbling air into the bases of tall narrow containers – *upwellers* – where an upward flow of water keeps them in constant movement. They are fed on a constant supply of algae-rich aerated sea water. The small oysters are regularly washed and graded to encourage rapid growth.

Once the young oysters have reached 3mm in diameter, they are hardened off in larger upwellers in the holding units at a lower temperature, to adapt them to life in the open tanks. They are then transferred outside to the lagoon-fed nursery where they are grown on until required by a customer or for relaying on the Company's beds.





SECTION B : FOR COMPLETION ONLY BY GROUP PRODUCERS

10. Name of Group

10. Name of group.
The Ancient Oyster Companies of Whitstable and Faversham.

Name and full postal address of person responsib for the applicatio

Elaine Kirkaldie - Marketing Director
Seasalter Shellfish (Whitstable) Ltd
East Quay
The Harbour
Whitstable Kent CT5 1AB
0227 272003 / 262003 Fax 0227 264829

Please list allparticipants in the group making the application and state their interest in the product:

Name of participant	Interest

Seasalter Shellfish (Whitstable) Ltd
Sole producer of hatchery raised oysters in the area
Only company actually farming oysters at present on its freehold oyster beds known as The Pollard Ground. Direct descendant of the Seasalter & Ham Oyster Fishery Co which was inaugurated in 1893.

The Whitstable Oyster Fishery Company , incorporated by Act of Parliament in 1793 as The Company of Free Fishers and Dredgers of Whitstable. Not growing oysters at present but may well do so in the future. Owns extensive areas of seabed and foreshore at Whitstable.

The Faversham Oyster Fishery Company, quoted in the Guinness Book of Records as the oldest existing Company in the World! Quoted as having existed "since time out of mind". They are at present growing clams and mussels but may decide to grow oysters in the future. Has the fishing rights to an extensive area of seabed some of which is off Whitstable. See enclosed map.

Signature Elaine Kirkaldie Date 20-1-94

Status MARKETING DIRECTOR

Please make sure you have completed all the questions in Sections A and B.
Any additional sheets used should be attached to this form securely.

SECTION C : FOR COMPLETION ONLY BY INDIVIDUALS

Tick as appropriate

11. Are you the sole producer of this product in the area? YES ☐ No ☐

If NO please give details:

12. *Please describe how the geographical area named in Section A, question 4 differes from surrounding areas:*

	Define/Describe the area where this occurs	If this also takes place outside the named area, please give details
PRODUCTION		
PROCESSING	N/A.	
PREPARATION		

If necessary please continue on a separate sheet and indicate you have done so by ticking this box ☐

SECTION C : CONTINUED

3. Please describe how the product characteristics listed in Section A, question 7differ from similar products.

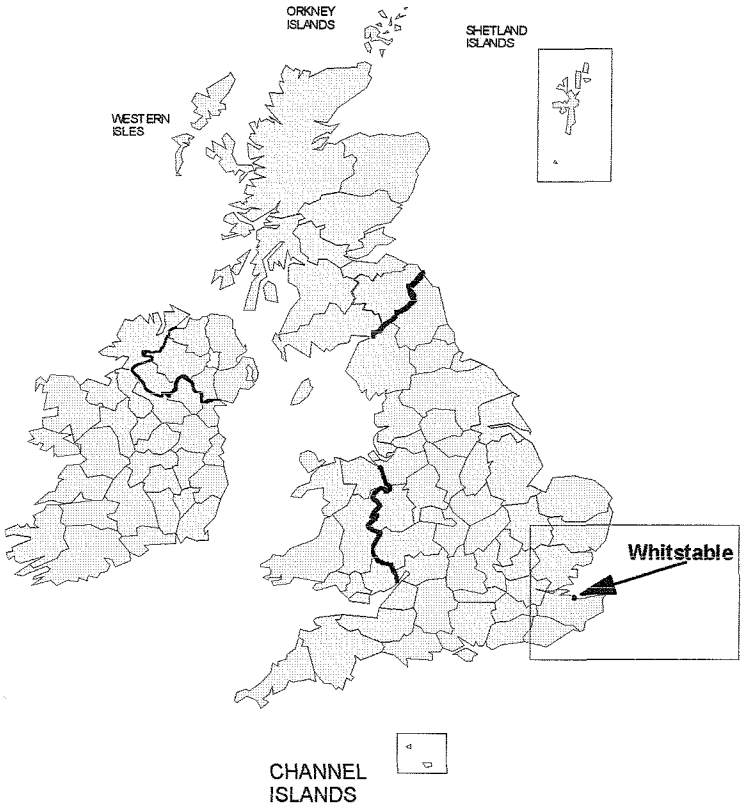
	Description of characteristics	Relation to geographical area
PHYSICAL	Physical. The two types of oyster grown locally are the native Whitstable oyster. O. edulis. and the cultivated Whitstable oyster C. gigas. The native oyster takes 5 years to reach a marketable size. It is flat and round in shape with a distinctive thumb nail on the right hand side of the hinge. Growth rings mark the exterior shell which has a delicate pink/grey hue. They are unusually slow growing taking five years to reach a marketable size and average 240 grammes unlike flat oysters from warmer waters whose shells are much lighter with a smaller meat content. The Whitstable area is renowned for the quality of its oysters the meat of which is fat and succulent.	
CHEMICAL/ MICROBIOLOGICAL	Chemical/Microbiological. Oysters contain a potent cocktail of rare vitamins and minerals. The most important being zinc of which Oysters are the richest animal source. Essential for sexual maturity, an active brain and healthy skin, its healing powers are well recognised by the medical profession. Omega 3, a fatty acid present in oysters, lowers cholesterol levels. Taurine, an amino acid in oysters can help lower blood pressure, ease arthritis and cure liver complaints. Whitstable is classified a Grade B Water but our Health Laboratory tests show the area is really quite pure and we often get Grade A results. In order to ensure the cleanliness of the product, the oysters are depurated for two days in clean sea water treated with UV light.	
ORGANOLEPTIC (i.e. taste/smell/ texture)	Organoleptic. When eaten 'au naturel' the experience could be likened to one's first ever dip in the ocean with an aftertaste of minerals which strangely seems to increase after the oyster has been swallowed. Mainly with a soft and creamy texture, the aductor muscle is particularly succulent.	

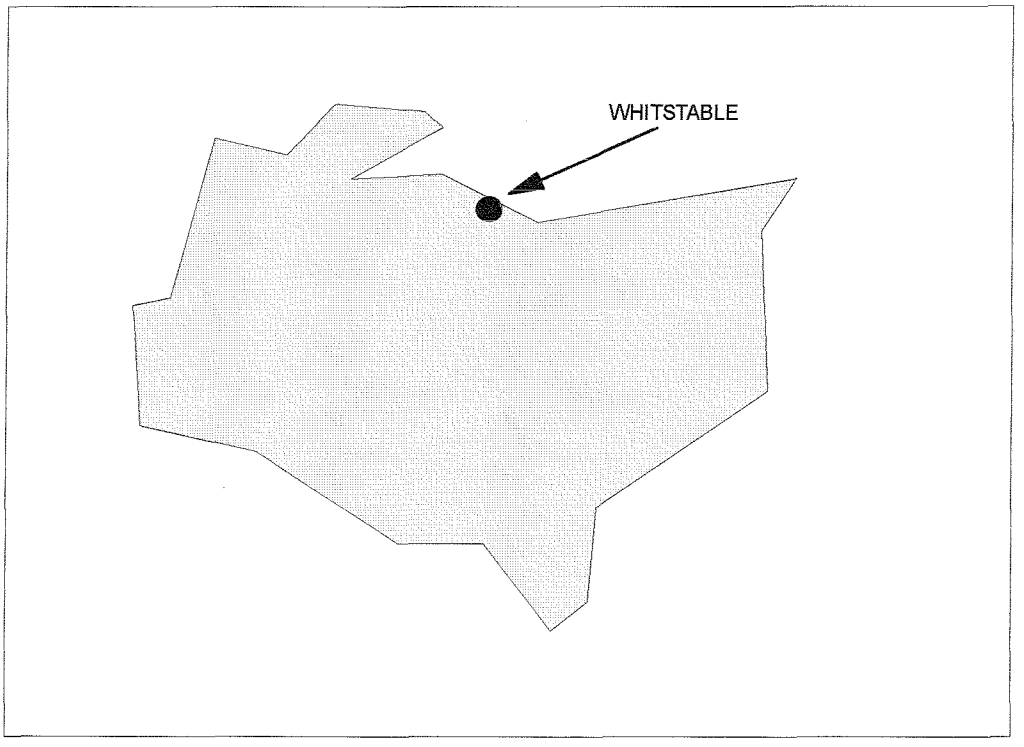
If necessary please continue on a separate sheet and indicate you have done so by ticking this box ☐

Signature Elaine Kirkaldie Date 20-1-94

Status MARKETING DIRECTOR

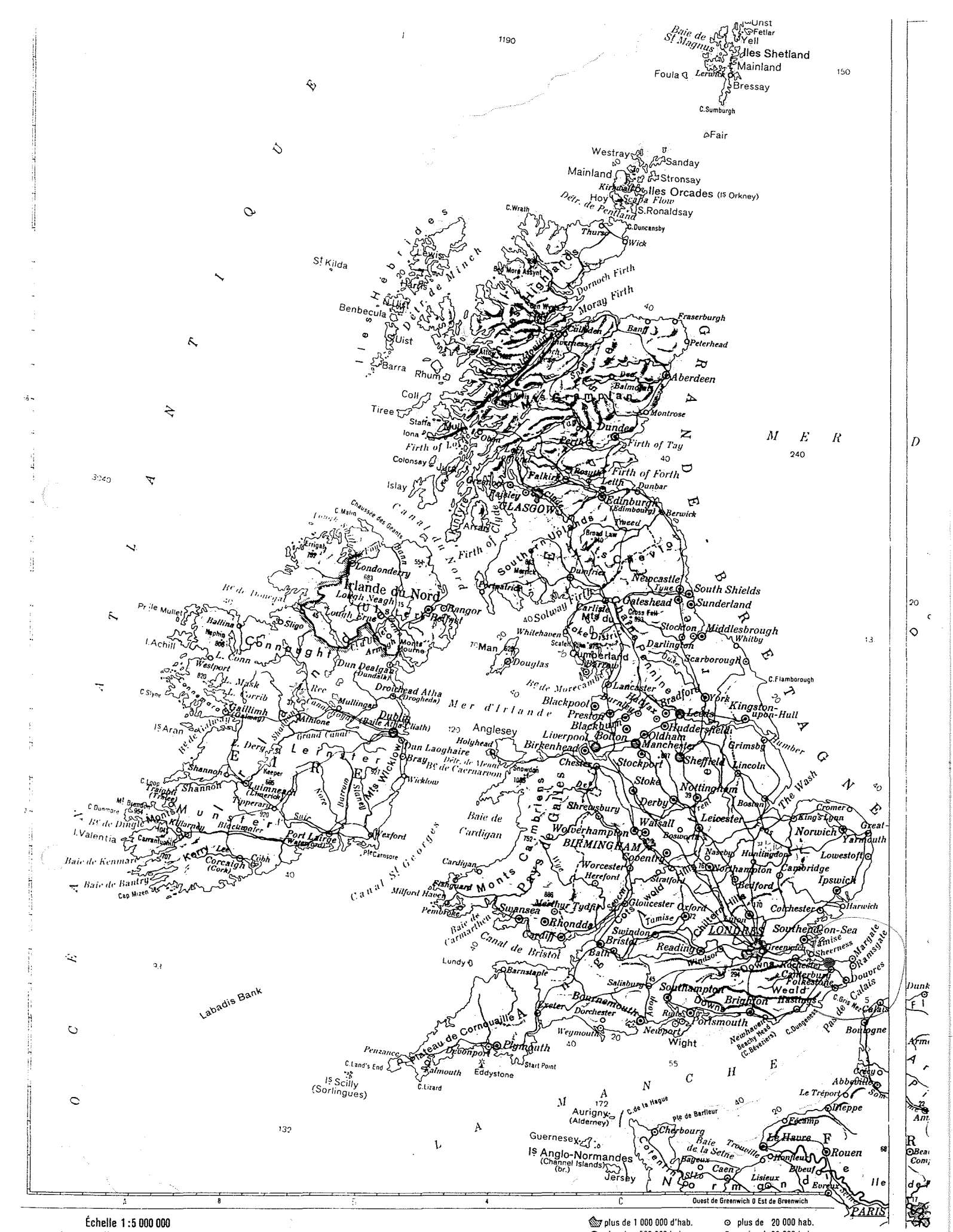
Please make sure you have completed all the questions in Sections A and C.
Any additional sheets used should be attached to this form securely.





WHITSTABLE OYSTERS

Geographical area :
Oyster beds in the vicinity of Whitstable



• Whitstable (ville).