

APPG on Geographically Protected Foods

Minutes 9.12.2020

In attendance - virtual (Parliamentarians)

Alicia Kearns MP, Ben Lake MP, Deidre Brock MP (staff), Virginia Crosbie MP; Tim Loughton MP, Ben Everitt MP

In attendance - virtual (Guests)

Fay Francis

Fay Francis is a leading GI consultant in Wales. Wales has had one of the highest uptakes of new GI products in the last three years.

She spoke about the new UK GI scheme, the process for applying for the scheme, how it could be improved in the future and how it could be better marketed. Some specific points she made involved:

- The new scheme and what it means for producers from a marketing perspective
- Process for applying in the scheme
- How it could be improved in the future
- How it could be more effective with consumers, and better recognise qualities

These are some of the questions that the APPG will cover in its consultation. There was then a question and answer period between members of the APPG and Ms Francis.