



## **NEWS RELEASE**

**Use: Immediate**

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### **CROFTERS WARNED OF FRAUDULENT MARKETING TO AUTHENTIC PRODUCTS**

Crofting leaders say the Scottish Government must heed the warning of a leading figure in European rural development who said this week that fraudulent products are being marketed in their name.

At the Scottish Crofting Foundation's annual gathering held in Grantown on Spey, Frank Gaskell, a former president of Euromontana who now advises on several European Union funding programmes, warned delegates that there are unscrupulous companies out there fraudulently using brand image - such as inferring that their products come from mountain areas.

He said such products were an obstacle to the branding of authentic products from these areas.

SCF director Eleanor Arthur said that Mr Gaskell's warning also applied to products such as 'crofters' biscuits and bread which are mass produced outside of the crofting counties.

She said: "Given the Government's consistent support for the crofting mark, which has been vital to its development, this is something that we would like them to consider taking action on. It is deeply frustrating to see mass produced items on supermarket shelves which are parasitical on the hard work of crofters and could be damaging to our reputation."

“A classic example of this is the struggle to ensure protected status for Stornoway black pudding. We are delighted that cabinet secretary Richard Lochhead has accepted the principle of protected area status for the black puddings and, as crofters strive to call attention to our many great products, we hope he will consider applying the principle for us too.”

The Scottish Crofting Foundation (SCF), the only member-led organisation dedicated to promoting crofting

SCF Chairman Neil MacLeod said “

SCF Parliamentary spokesman Norman Leask said “

Objective statement

Mr Leask again “

END

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### **Notes to editors**

- The Scottish Crofting Foundation is the largest association of small-scale food producers in the UK.
- Pictures can be found at: <http://www.croftingfoundation.co.uk/index.php/home>