

SCOTTISH CROFTING FOUNDATION NEWS RELEASE

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“CROFTING BRAND” WORKING GROUP MEETS

A working group formed to progress the Scottish Crofting Foundation's “Crofting Brand” proposal had its first meeting last week. The group consists of crofters, SCF officers and directors and experts on local food and marketing from Scottish Agricultural College and the Farming and Wildlife Advisory Group.

The working group agreed to take the first steps towards creating a crofting brand by registering a trade mark and applying to the European Union for a Protected Designation of Origin. All occupiers of registered crofts and similar holdings within the Crofting Counties will be able to apply to use the brand, and the criteria which will govern its use will be the subject of extensive discussion and consultation. Options for the name of the brand will be subjected to market testing.

SCF Vice-Chairman Neil MacLeod said, “We have taken an important first step towards creating the crofting brand. We are determined to get this right as it is of vital importance to the future of crofting, so the process will be slow, steady and methodical. The branding proposal has inspired a great deal of interest and we will keep all concerned informed of our progress.”

Ends

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