

PMR1

Poultrymeat Special Marketing Terms

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Introduction

1. This explanatory leaflet relates only to the use of **Special Marketing Terms (SMT)** under the EC **Poultrymeat Marketing Regulations**. Please read this leaflet carefully before completing the SMT Registration application forms PMR2 (producers) or PMR7 (slaughterhouses).
2. This is intended as a general guide relating to the **production and marketing** of SMT poultrymeat which is covered by EC legislation. It is not a complete and authoritative statement of the law concerning marketing standards, nor does it interpret in detail the requirements of the EC Regulations.

Regulations

3. The European Community has two main regulations which control marketing standards for poultrymeat:
 - Council Regulation 1234/07;
 - Commission Regulation 543/08.

Purpose and objectives

4. The Regulations lay down rules throughout the Community for the production of poultrymeat marketed under the following SMTs:
 - 'Fed with% of.....'; (For example "Corn Fed")
 - 'Extensive indoor' (or 'Barn reared');
 - 'Free Range';
 - 'Traditional free range';
 - 'Free range - total freedom'.

The rules ensure that poultrymeat is marketed on a fair and competitive basis under a uniform production method. (See Annex A for detailed criteria).

What the Regulations cover

5. The Regulations apply to all chickens (*Gallus domesticus*), turkeys, ducks, geese and guinea fowl marketed within the Community, and lay down common requirements for the production of alternative system poultrymeat, known as Special Marketing Terms (SMTs) in the UK. The Regulations also cover capon and foie gras production, but this leaflet does not cover these types of production because such systems are not found in the UK.
6. There are also certain exemptions and derogations from the Regulations, and the provisions relating to SMTs do not apply to:
 - Organic production;
 - poultrymeat intended for export to third countries (outside the EU);
 - poultrymeat supplied by producers who annually rear fewer than 10,000 birds and where the meat:
 - (a) comes from poultry slaughtered on the producer's farm; and
 - (b) is supplied to:

- (i) the final consumer; or
 - (ii) a local retail establishment directly supplying such meat to the final consumer as fresh meat.
- Delayed Evisceration Poultry (See Annex B).

Registration of slaughterhouses

7. Slaughterhouses (processors) wishing to market poultrymeat under an SMT must be registered by the Department of Agriculture, Environment and Rural Affairs (DAERA). The application form, PMR7, is available from Agri-food Inspection Branch, Room 1018, Dundonald House, Upper Newtownards Road, Belfast, BT4 3SB or by e-mail to afib.admin@daera-ni.gov.uk

Slaughterhouse record keeping requirements

8. Registered slaughterhouses must subsequently keep separate records, broken down by SMT, of:
- names and addresses of all of their producers of SMT birds;
 - number of birds placed by each of these producers per turnaround;
 - number and total liveweight or carcase weight of SMT birds received and processed; and
 - details of sales, including names and addresses of purchasers, for a minimum of 6 months following dispatch.

Registration of producers

9. Producers of poultry marketed under an SMT must be registered with DAERA, unless their entire annual production is solely marketed within the exemptions in paragraph 6 above. Application form PMR 2 is available from DAERA Agri-food Inspection Branch, Room 1018, Dundonald House, Upper Newtownards Road, Belfast, BT4 3SB or by e-mail to afib.admin@daera-ni.gov.uk

Registration of SMT producers is subject to a satisfactory initial inspection by DAERA Agri-food Inspection Branch (AfIB).

10. It is permissible to register an egg producer as an SMT poultrymeat producer, providing the producer complies with all the relevant criteria set under the SMT provisions laid out in the EC Poultrymeat Marketing Regulations, **irrespective** of the producer's eligibility under the SMT provisions in the EC Egg Marketing Regulations. However, it should be appreciated that the name 'chicken' or 'broiler' may not be used (assuming that the tip of the sternum has become ossified).

Producer record keeping requirements

11. Registered SMT producers must keep current records available for inspection showing:
- number of birds being reared under each SMT,;

- number of birds sold;
- names and addresses of purchasers;
- quantities and source of feed supply;
- where applicable, records of the date when the birds were first given access to range.

Additionally, producers must be able to provide:

- evidence of dates, and ages, of birds at placement and depletion (i.e. disposal of the flock, harvesting for slaughter).
- evidence of certain feed formulas used, as applicable and specified in Annex A eg: percentage cereal inclusion)

Cancellation of Registrations

12. DAERA can refuse or cancel a registration that does not meet or subsequently contravenes the SMT requirements in the Regulations.

Appeals

13. Appeals against a rejected or cancelled registration can be made to the Magistrates Court. The time limit for bringing in an appeal is 28 days from the date on which notice of the decision to refuse to register, or to cancel registration, is served on the person wanting to appeal.

Record keeping requirements for feed manufacturers and suppliers

14. In order to verify ‘fed with.....%.....’ claims, for example “Corn fed”, feed manufacturers and suppliers must keep, for at least 6 months, records showing the composition of feed supplied directly to producers using these terms. AfIB Officers will contact individual manufacturers/suppliers as appropriate to notify them of their obligations.

Record keeping requirements for hatcheries supplying slow growing strains

15. In order to verify compliance with ‘traditional free range’ and ‘free range – total freedom’ SMT criteria, hatcheries must keep, for at least 6 months, records showing sales of chicks recognised as being slow-growing to producers using these terms. AfIB Officers will contact individual hatcheries as appropriate to notify them of their obligations.

Enquiries

16. If you have a query about the use of SMTs under the Regulations, please contact Agri-food Inspection Branch at the address shown in Annex C.

‘Fed with.....% of’

Reference to the following particular feed ingredients may only be made where:

- in the case of cereals, they account for at least 65% in weight of the feed formula given during the greater part of the fattening period, which may include not more than 15% of the cereal by-products; however, where reference is made to one specific cereal, it shall account for at least 35% of the feed formula used, and at least 50% in the case of ¹maize;

An exception from the above criteria applies for the term “Oat fed goose”, however, this term may only be used where the geese are fed during the finishing stage of 3 weeks not less than 500g of oats per day.

- in the case of pulses or green vegetables they account for at least 5% in weight of the feed formula given during most of the fattening period; and
- in the case of dairy products, they account for at least 5% in weight of the feed formula given during the finishing stage.

‘Extensive indoor’ (‘Barn reared’)

This term may only be used where:

- the stocking rate per m² floor space does not exceed in the case of:
 - chickens, young cocks, capons: 15 birds but not more than 25kg liveweight;
 - ducks, guinea fowl, turkeys: 25kg liveweight;
 - geese: 15kg liveweight.
- the birds are slaughtered in the case of:
 - chickens at 56 days or later;
 - turkeys at 70 days or later;
 - geese at 112 days or later;
 - Peking ducks: 49 days or later;
 - Muscovy ducks: 70 days or later for females; 84 days or later for males;
 - female Mulard ducks: 65 days or later;
 - young geese (goslings): 60 days or later;
 - young cocks: 90 days or later.
 - guinea fowl: 82 days or later.
 - capons: 140 days or later

¹Generally referred to as “Corn”

'Free range'

This term may only be used where:

- the stocking rate in the house and the age at slaughter are in accordance with the limits fixed for extensive indoor (as shown above), except for chickens, where the stocking rate may be increased to 16, but not more than 27.5kg liveweight per m².
- the birds have had during at least half their lifetime, continuous daytime access to open-air runs comprising an area mainly covered by vegetation of not less than:
 - 1m² per chicken or guinea fowl;
 - 2m² per duck or per capon;
 - 4m² per turkey or goose; or

In the case of guinea fowl, open-air runs may be replaced by a perchery having a floor surface of at least that of the house and a height of at least 2m, with perches of at least 10cm length available per bird in total (house and perchery).

- the feed formula used in the fattening stage contains at least 70% of cereals;
- the poultry house is provided with pop holes of a combined length at least equal to 4m per 100m² floor surface of the house.

'Traditional free range'

This term may only be used where:

- the indoor stocking rate per m² does not exceed in the case of:
 - chickens: 12 but not more than 25kg liveweight; however, in the case of mobile houses not exceeding 150m² floor space and which remain open at night, the stocking rate may be increased to 20, but not more than 40kg liveweight per m²;
 - capons: 6.25 (up to 91 days of age: 12) but not more than 35kg liveweight;
 - Muscovy and Peking ducks: 8 males but not more than 35kg liveweight; 10 females but not more than 25kg liveweight;
 - Mulard ducks: 8 but not more than 35kg liveweight;
 - guinea fowl: 13 but not more than 25kg liveweight;
 - turkeys: 6.25 (up to 7 weeks of age: 10) but not more than 35kg liveweight;
 - geese: 5 (up to 6 weeks of age: 10); 3 during the last three weeks of fattening if kept in confinement, but not more than 30kg liveweight.
- the total usable area of poultry houses at any single production site does not exceed 1,600m²;
- each poultry house does not contain more than:
 - 4,800 chickens;
 - 5,200 guinea fowl;
 - 4,000 female Muscovy or Peking ducks or 3,200 male Muscovy ducks or 3,200 Mulard ducks;
 - 2,500 capons, geese and turkeys.
- the poultry house is provided with pop holes of a combined length at least equal to 4m per 100 m² of floor surface of the house;
- there is continuous daytime access to open-air runs at least as from the age of:
 - 6 weeks in the case of chickens and capons;
 - 8 weeks in the case of ducks, geese, guinea fowl and turkeys;

- open-air runs comprise an area mainly covered by vegetation amounting to at least:
 - 2m² per chicken or Muscovy or Peking duck or guinea fowl
 - 3m² per Mulard duck;
 - 4m² per capon, as from 92 days (2 m² up to 91st day);
 - 6m² per turkey;
 - 10m² per goose.

In the case of guinea fowl, open-air runs may be replaced by a perchery having a floor surface of at least double that of the house and a height of at least 2m, with perches of at least 10cm length available per bird in total (house and perchery).

- the birds fattened are of a strain recognised as being slow growing;
- the feed formula used in the fattening stage contains at least 70% of cereals;
- the minimum age at slaughter is:
 - 81 days for chickens
 - 150 days for capons
 - 49 days for Peking ducks
 - 70 days for female Muscovy ducks
 - 84 days for male Muscovy ducks
 - 92 days for Mulard ducks
 - 94 days for guinea fowl
 - 140 days for turkeys and geese marketed whole for roasting
 - 98 days for female turkeys intended for cutting up.
 - 126 days for male turkeys intended for cutting up.
 - 95 days for geese intended for the production of foie gras and ‘magret’.
 - 60 days for young geese (goslings).
- finishing in confinement does not exceed:
 - for chickens after 90 days of age: 15 days,
 - for capons: 4 weeks,
 - for geese and mulard ducks intended for the production of foie gras and magret after 70 days of age: 4 weeks.

‘Free-range – total freedom’

The use of this term shall require conformity with the criteria set out under ‘traditional free-range’. In addition, the birds shall have continuous daytime access to open-air runs of unlimited area (see Annex B).

Some terms used within this explanatory leaflet are defined below for clarification only. They are not necessarily legal definitions.

Delayed Evisceration

Delayed Evisceration Poultry is defined in Regulation (EC) No. 853/04. Delayed evisceration poultry must receive a 'post mortem' health inspection at the latest 15 days after slaughter, during which period it must be stored at a temperature not exceeding +4°C. At the end of this period it must be eviscerated at the same slaughterhouse where slaughtering took place, or in another approved cutting plant fulfilling certain additional requirements of the Regulation, and accompanied by the requisite health attestation requirements set out in the Regulation. It must not bear the health mark set out in that Regulation pre-evisceration. An example of this type of production is traditional farm fresh turkeys.

Unlimited area

The Regulations do not define 'unlimited'. There must be no deliberate or obvious impediment whatsoever to where the birds could range. However, enforcement officers will assess each application to use the term 'Free-range – total freedom' on its merits.

Fattening and Finishing periods

The Regulations do not explicitly define these terms, however, for practical enforcement purposes, minimum feed criteria relating to the fattening period or stage will be interpreted as required from half of the minimum slaughter age for the particular SMT used, until slaughter (or half-lifetime). For example, in the case of Free Range broilers, this would be from 28 days.

Feed criteria relating to the finishing stage, where applicable and unless otherwise stated, will be interpreted as required from the final third of the period referred to above.

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