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Welsh Assembly Government



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Scottish Government

Welsh Assembly Government Rural Affairs Department

Explanatory Leaflet on the  
Poultrymeat Regulations:

# 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 **Poultrymeat Marketing Regulations**. Please read this leaflet carefully before completing either of the SMT Registration forms PMR 2 or PMR 5.
2. This is intended as a general guide relating to the **production** 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.

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## Regulations

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

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## Purpose and objectives

4. The Regulations lay down rules throughout the Community for the production of poultrymeat marketed under the following SMT:
  - 'Fed with .....% of.....';
  - 'Oat fed goose';
  - 'Extensive indoor' ('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).

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## What the Regulations cover

5. The Regulations apply to all domestic fowl (*Gallus domesticus* e.g. chickens, etc.), 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 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. The SMT Regulations do not apply to:
- poultrymeat intended for export to third countries (outside the EU);
  - farmers who annually rear and slaughter on the aggregate of all his/her holdings under 10,000 poultry birds and sells small quantities of poultrymeat derived from those birds:
    - direct to the final consumer at the holding where the birds were reared and slaughtered;
    - direct to the final consumer at the local market nearest to the holding where the birds were reared and slaughtered;
    - direct to retailers for sale to the final consumer, provided the retailers make sales in the same locality as or in the neighbouring locality to, the holding where the birds were reared and slaughtered (see Annex B for definition of locality). This exemption does not apply to itinerant sales, sales by mail order or at a market by the retailer; or
    - at a market (other than a local market) during the period of two weeks which immediately precede Christmas Day and Easter Sunday each year.
  - Delayed Evisceration Poultry (See Annex B).

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## Registration of producers

7. Non-exempt poultry producers wishing to use a SMT must be registered with Animal Health and Veterinary Laboratories Agency (AHVLA). Application form PMR 2 is available from your Regional animal health office (a list of all Regional animal health offices can be found at Annex C) and online at <http://www.defra.gov.uk/forms/files/pmr2.pdf>
8. It is permissible to register an egg producer as a 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).

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## Registration of slaughterhouses

9. Slaughterhouses (processors) wishing to use a SMT must be registered with the Food Standards Agency. Application form PMR 5 is available from Food Standards Agency Ops, Foss House, Kingspool, 1-2 Peasholme Green York YO1 7PR and online at <http://www.defra.gov.uk/forms/files/pmr5.pdf>

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## Requirements for registration: Producers

10. Producer registration will follow an initial inspection and will be subject to the following information being provided on the application form PMR 2:
  - SMT(s) to be used;
  - species and breed of birds (if applicable);
  - names and addresses of suppliers of SMT birds (i.e. rearer and/or chick Co. (if applicable));
  - type and source of feed;
  - throughput of SMT;
  - number of houses and internal dimensions, including number and size of pop-holes;
  - area of land available to birds – with O.S. map reference (i.e. field number(s));
  - declaration of tenure with evidence of arrangement if not owned; and
  - name(s) of processor(s).
11. Registered producers must keep current records available for inspection showing:
  - number of birds being reared by each farming type, showing also:
    - number of birds sold;
    - names and addresses of purchasers;
    - age of birds at date of installation and depletion (i.e. disposal of the flock, harvesting for slaughter) and, where relevant, date of commencement of ranging;
    - where relevant, quantities and type of feed delivered and used, including evidence of certain contents as specified in Annex A e.g. percentage cereals;
    - quantities and source of feed supply; and
    - records of the date when the birds were first given access to range (if applicable).

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## Requirements for registration: Slaughterhouses

12. Slaughterhouses must provide the following information on the application form PMR 5:
  - SMT(s) to be used;
  - species processed;
  - names and addresses of suppliers (producers) of SMT birds;
  - current bird numbers of those producers;
  - throughput of SMT – current or anticipated;
  - days of processing;
  - method of recording liveweight delivered by the producer;
  - method of recording bird numbers delivered;
  - method of recording bird numbers processed; and
  - EC Hygiene Licence number.
  
13. Slaughterhouses so registered shall keep a separate record (also broken down by the permitted SMT indications) 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 six months following dispatch.

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## Cancellation of Registrations

14. Animal Health and Veterinary Laboratories Agency (AHVLA) or the Food Standards Agency are able to refuse or cancel a registration that does not meet or subsequently contravenes the SMT provisions of the Regulations.

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## Appeals

15. Appeals against a rejected or cancelled registration can be made to the Magistrates Court in England, Scotland and Wales. The time limit for bringing in an appeal is one month 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.

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## **Record keeping requirements for feed manufacturers and suppliers**

16. In order to verify 'fed with.....%.....' and 'oat fed goose' claims, feed manufacturers and suppliers must keep for at least six months records showing the composition of feed supplied directly to producers using these terms. Animal Health Officers will contact individual manufacturers/suppliers as appropriate to notify them of their obligations.

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## **Record keeping requirements for hatcheries supplying slow growing strains**

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

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## **Enquiries**

18. If you have a query about the use of SMTs under the Regulations, please contact the Regional Animal Health Office or the Food Standards Agency. Their names and addresses are shown in Annex C.

In the event of difficulty, please telephone 0207 238 6000.

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**‘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 maize;
- 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.

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**‘Oat fed goose’**

This term may only be used where the geese are fed during the finishing stage of three weeks not less than 500g of oats per day.

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**‘Extensive indoor’ (‘Barn reared’)**

This term may only be used where:

- the stocking rate per m<sup>2</sup> 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.

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## **'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 13, but not more than 27.5 kg liveweight per m<sup>2</sup>.
- 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:
  - 1m<sup>2</sup> per chicken or guinea fowl;
  - 2m<sup>2</sup> per duck or per capon;
  - 4m<sup>2</sup> per turkey or goose; or

In the case of guinea fowls, 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 4 m per 100 m<sup>2</sup> floor surface of the house.

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## **'Traditional free range'**

This term may only be used where:

- the indoor stocking rate per m<sup>2</sup> does not exceed in the case of:
  - chickens: 12 but not more than 25kg liveweight; however, in the case of mobile houses not exceeding 150 m<sup>2</sup> floor space and which remain open at night, the stocking rate may be increased to 20, but not more than 40 kg liveweight per m<sup>2</sup>;
  - 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 (see Annex B) 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 1,600m<sup>2</sup>;
- 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 100m<sup>2</sup> 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:
  - 2m<sup>2</sup> per chicken or Muscovy or Peking duck or guinea fowl;
  - 3m<sup>2</sup> per Mulard duck;
  - 4m<sup>2</sup> per capons, as from 92 days (2 m<sup>2</sup> up to 91<sup>st</sup> day);
  - 6m<sup>2</sup> per turkey;
  - 10m<sup>2</sup> per goose.

In the case of guinea fowls, 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.

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### **'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.**

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**Locality**

Locality in relation to the supply of food of animal origin means the supplying establishment's own county plus the greater of either the neighbouring county or counties or 50km/30 miles from the boundary of the supplying establishment's county.

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**Local market**

Local market is a market held in the same 'locality' as establishment's own county plus the greater of either the neighbouring county or counties or 50km/30 miles from the boundary of the supplying establishment's county.

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**Delayed Evisceration**

Delayed Evisceration poultry as 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.

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**Unlimited access**

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.

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**Fattening Period**

This is the growing period of the poultry production cycle during which the birds are fed a grower or rearer feed mix.

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**Finishing Stage**

This is the final stage of the poultry production cycle before the birds are taken for processing during which they will be on a diet of finisher feed mix.

**Food Standards Agency**

Food Standards Agency Ops,  
Foss House, Kingspool,  
1-2 Peasholme Green,  
York YO1 7PR  
Email:  
Telephone: 01904 455 855  
Fax:

**List of Regional Animal Health offices****East Midlands**

East Midlands Animal Health Office  
Saffron House, Tigers Road, Wigston  
Leicester LE18 4UY  
Email:  
ah.eastmidlands@animalhealth.gsi.gov.uk  
Telephone: 01162 787451  
Fax: 0116 2770153

**East of England**

East of England Animal Health Office  
Government Buildings, 100 Southgate Street  
Bury St Edmunds, Suffolk IP33 2BD  
Email:  
ah.eastofengland@animalhealth.gsi.gov.uk  
Telephone: 01284 778150  
Fax: 01284 705684

**Gloucester**

Gloucester Animal Health Office  
Unit 1, Saw Mills End, Barnwood  
Gloucester GL4 3DE  
Email:  
ah.gloucester@animalhealth.gsi.gov.uk  
Telephone: 01452 627400  
Fax: 01452 627483

**Lincoln**

Lincoln Animal Health Office  
Ceres House, 2 Searby Road  
Lincoln LN2 4DT  
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Telephone: 01522 529951  
Fax: 01522 560668

**North East**

North East Animal Health Office  
Quadrant  
Newburn Riverside  
Newcastle Upon Tyne  
NE15 8NZ  
Email:  
ah.newcastle@animalhealth.gsi.gov.uk  
Telephone: 0191 2295400  
Fax: 0191 2295413

**North West**

North West Animal Health Office  
Barton Hall  
Garstang Rd, Barton  
Preston, Lancs PR3 5HE  
Email: ah.northwest@animalhealth.gsi.gov.uk  
Telephone: 01772 861144  
Fax: 01772 861798

**Reading**

Reading Animal Health Office  
Government Offices, Coley Park  
Reading, Berkshire RG1 6LY  
Email: ah.reading@animalhealth.gsi.gov.uk  
Telephone: 01189 596695  
Fax: 0118 9392500

**South East**

South East Animal Health Office  
Liberty House 105 Bell Street  
Reigate, Surrey RH2 7JB  
Email: ah.southeast@animalhealth.gsi.gov.uk  
Telephone: 01737 242242  
Fax: 01737 241189

**South West**

South West Animal Health Office  
Clyst House, Winslade Park  
Clyst St Mary, Exeter, Devon EX5 1DY  
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## **Taunton**

Taunton Animal Health Office  
Quantock House, Paul Street  
Taunton, Somerset TA1 3NX  
Email: ah.taunton@animalhealth.gsi.gov.uk  
Telephone: 01823 337922  
Fax: 01823 338170

## **Truro**

Truro Animal Health Office  
Pydar House, Pydar Street  
Truro, Cornwall TR1 2XD  
Email: ah.truro@animalhealth.gsi.gov.uk  
Telephone: 01872 265500  
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## **West Midlands**

West Midlands Animal Health Office  
Beacon House, Staffordshire Technology Park  
Dyson Way, Stafford ST18 0AR  
Email:  
ah.westmidlands@animalhealth.gsi.gov.uk  
Telephone: 01785 231900  
Fax: 01785 231901

## **Yorkshire and Humber**

Yorkshire and Humber Animal Health Office  
Government Buildings, Otley Road  
Lawnswood, Leeds, Yorkshire LS16 5PZ  
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ah.yorksandhumber@animalhealth.gsi.gov.uk  
Telephone: 01132 300100  
Fax: 0113 2610212

## **Offices in Scotland**

### **Ayr**

Ayr Animal Health Office  
Russell House King Street  
Ayr KA8 0BE  
Email: ah.ayr@animalhealth.gsi.gov.uk  
Telephone: 01292 291350  
Fax: 01292 291351

### **Galashiels**

Galashiels Animal Health Office  
Cotgreen Road Tweedbank  
Galashiels TD1 3SG  
Email:  
ah.galashiels@animalhealth.gsi.gov.uk  
Telephone: 01896 758806  
Fax: 01896 756803

## **Inverness**

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Longman East, Inverness IV1 1SF  
Email: ah.inverness@animalhealth.gsi.gov.uk  
Telephone: 01463 728800  
Fax: 01463 711495

## **Inverurie**

Inverurie Animal Health Office  
Thainstone Court Inverurie  
Aberdeenshire AB51 5YA  
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Telephone: 01467 626610  
Fax: 01467 626611

## **Perth**

Perth Animal Health Office  
Strathearn House, Broxden Business Park  
Lamberkine Drive, Perth PH1 1RX  
Email: ah.perth@animalhealth.gsi.gov.uk  
Telephone: 01738 602211  
Fax: 01738 602240

## **North Wales**

North Wales Animal Health Office  
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Penrallt Caernarfon  
Gwynedd LL55 1EP  
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ah.northwales@animalhealth.gsi.gov.uk  
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## **South Wales**

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