

Mey Selections

Product Brand Guidelines

2023/2024



CONTACT INFO

Product Brand Guidelines

Our Standards

Fostering close relationships with farmers and suppliers is fundamental to the Mey Selections brand. Supplier selection and product approval will be based on the ability of the supplier to deliver these brand standards and their ongoing performance in maintaining them through the products that they produce.

In addition to our standards, all products produced for the Mey Selections brand must comply with UK and EU law and take into account international regulations for specific export markets.

Where we are exporting products, due care must be taken to ensure that our products are safe and legal in whatever jurisdiction they are being sold.

These rules are a minimum standard for all products and in certain instances, where a specific supplier or product claim is being made, these standards will be exceeded. In these circumstances the additional requirements will be detailed in the product brief.

We will review these standards annually by product sector and market or whenever there is a change in regulation or industry norms.

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Product Brand Guidelines

Provenance

All products that are produced for Mey Selections must be produced within the specified geographic area shown circled in green in the maps.

Key defining ingredients in complex products must contain, wherever possible and/or where customers would expect it, raw materials produced in the defined geography.

Beef and Lamb Provenance

Although the geography, climate and heritage of the North Highlands and North Scotland lend itself to the farming of sheep and cattle, the climate, typography and a lack of winter fodder and bedding mean that traditionally many cattle and sheep from the area are often sold to other farmers further afield.

Mey Selections recognises this and to this end:

- To qualify for Mey Selections, all cattle and lambs must be born in the North Highland area (designated by the blue line in the maps).
- All finished cattle and sheep must come from North of 57° North Latitude (designated by the green line in the maps).

Other standards relating to farming can be found in the Farming Brand Standards document.



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Animal Welfare Rules

All animals must be sourced from farms which adhere and are audited against one of the recognised farm assurance schemes on the Mey Selections approved list.

This applies to all meat, poultry, fish, eggs and dairy, as well as all finished products with these as defining ingredients.

All suppliers must ensure responsible antibiotic use is adhered to with:

- no routine (automatic) prophylactic use
- no usage for growth promotion
- no use of critically important antibiotics (as defined by the European Medicines Agency) unless required as a last resort to safeguard animal welfare

All animals must be slaughtered with pre-stunning.

All Farmed salmon and trout must be RSPCA and /or ASC assured.

All shell eggs must be free range and RSPCA assured.



Product Brand Guidelines

Overview

The North Highland Initiative (NHI) was established in 2005 as a direct result of His Majesty King Charles III's commitment to supporting the people of the North Highlands. By bringing together the farming community, local businesses, and the tourism industry, NHI seeks to help grow and champion the potential of our natural resources and talent, in order to encourage economic stability, build diverse, resilient communities and protect the environment.

This commitment is at the heart of our Mey Selections brand, which exists to help create thriving and rural communities in the North Highlands that play a key role in restoring the health of the people, place and planet.

Our mission is to bring to the global marketplace products from the North Highlands that make a difference; are purposeful; and help to build the kind of world we would all like to see.

Funds from the sale of Mey Selections products directly support local community and environmental projects as well as championing our farms and farmers' future, so it's crucial that our standards are world-class to truly meet our objectives. We need to push beyond the basic legal requirements to create something really meaningful.

The Mey Selections brand exists to help create thriving and rural communities in the North Highlands that play a key role in restoring the health of the people, place and planet.

We have set out the following clear guidelines to show our suppliers the standards that underpin our products. Our relationships with our suppliers are built on a shared belief in our values. The producers and farmers we work with all pledge to produce food and drink that will have a positive impact on the communities of the North Highlands and these standards will make that pledge a reality. These high levels are at the heart of our brand and without them we are just a label.



Product Brand Guidelines

Prohibited Ingredients and Processes

- Artificial colours or flavourings and compliance with the Additives Codes of Practice
- Artificial flavour enhancers
- Nature identical flavourings
- Hydrogenated or partially hydrogenated vegetable oil
- Elemental chlorine in the paper manufacture for tissue products
- Formaldehyde, triclosan, restricted poisons and explosive precursor chemicals and all alkyl phenol ethoxylates
- Irradiated ingredients or finished products
- Genetically modified ingredients
- Corn syrup
- Finished products containing raw egg
- Mechanically separated meat (MSM)
- Mechanically recovered meat (MRM)
- Desinewed meat (DSM)
- Ingredients that go against welfare standards (see page 5)
- Caged eggs
- Cloning of animals and any cloned meat, milk and their derivatives
- Use of growth promoting hormones and antibiotics
- Animal testing
- Nanotechnology in food
- Microbeads and microplastics
- Use of endangered species
- Wild or farmed fish that cannot meet sourcing requirements
- Specific breeds with inherent welfare issues



Product Brand Guidelines

Sustainable Sourcing and Environment

Fish

- Any sourced fish must have a completed decision tree for species / fishery / named farmed source.
- All wild caught fish must be MSC certified.
- All farmed Atlantic salmon to be ASC certified.
- All farmed trout and salmon to be British and RSPCA Assured.

Forest Commodities

Any forest commodities below must be guaranteed deforestation free and fully traceable:

- Palm Oil and its derivatives must be physically certified to the RSPO standard and, where possible, segregated.
- Paper/pulp based products should be sustainably sourced and where possible certified.
- Soy and its derivatives must be RSPO certified and where possible segregated and GMO free.

Peat

- Peat is not permitted to be used as a growing medium or for fuel in any products produced for Mey Selections (ie. whisky, smoked salmon etc).

People

- All suppliers need to ensure that their supply chains operate within the Modern Slavery Act as a minimum requirement.
- Suppliers must show that small holder producers are identified and receiving a fair deal.

Resourceful and Circular

Food waste should be kept to a minimum.

We promote a network of B2B within and between farmers and producers.

Restorative

We create a restorative impact through the producers we work with and the products we bring to market.

We have a positive impact on greenhouse gas emissions.

We protect and enhance nature.

We are focused on water quality and availability.

Our community initiatives improve the lives of the people of the North Highlands.



Product Brand Guidelines

Labelling Principles

We will go beyond the legal minimum where that information will help customers make more informed decisions about the quality and integrity of the products we sell.

All products that are produced for Mey Selections must follow as a minimum the Food Information Regulations 2014 and any other equivalent regulation in the country in which the products will be sold.

We will add additional information where the legislation may not be clear or helpful e.g. country of origin labelling.

Packaging Considerations

Packaging must be the minimum weight and volume required to protect the product for the customer.

Primary packaging for food must be tamper-evident or fitted with suitable tamper evident closures or devices.

Rigid packaging must be widely recyclable.

We will explain to customers the efforts we are making to reduce unnecessary packaging.

We will do everything to help customers recycle their packaging.

We will ensure gift packaging has an end use and encourage customers to reuse packaging.

The following materials are not permitted in any product packaging being developed for Mey Selections

- Biodegradable
- Dark coloured
- Expanded/Foamed/Water Soluble
- Industrial Compostable
- Oxodegradable, PLA (Polylactic Acid)
- Polycarbonate
- Polystyrene
- PVC (Polyvinyl Chloride)

A minimum 30% post-consumer recycled content in HDPE (High Density Polyethylene), PET (Polyethylene Terephthalate), PP (Polypropylene) rigid plastic packaging (where feasible) is required.

Paper or carton board ideally with post-consumer recycled content and virgin material certified to Forest Stewardship Council (FSC) standard is required.

Aluminium, glass and steel packaging should include post-consumer recycled content.

Water-based inks, varnishes and coatings should be used (where feasible).

Style Guide

For full details on use of Mey Selections logos and visual identity, see separate Style Guide available at <https://www.northhighlandinitiative.co.uk/food-farming/>.



Product Brand Guidelines

Nutrition Criteria

- All new or reformulated products should be at parity or better than the market benchmark for salt, sugar, saturated fat, energy (kcal) based on 100g portion size.
- We support front of packaging multiple traffic light (MTL) labelling for everyday products.
- No single product should exceed 100% of the Recommended Intake (RI) for salt, sugar, saturated fat, fat or energy (kcal).
- The use of children's character products are only permitted for healthy (non-High Fat Salt Sugar) products.
- Where possible we will avoid the use of limiting ingredients – those limiting because of their allergenic/food intolerance nature or limiting because of customer preferences.
- We will support factories and suppliers where allergens are rigorously controlled or excluded.

Other Product Attributes

We strive to go beyond the minimum legal requirements. Anything above and beyond minimum requirements include areas where customers care and are motivated by certain product attributes, for example:

- Higher animal welfare
- Production standards
- Environmental standards
- Organic production
- Ingredient authenticity e.g. “made with”
- Ageing e.g. “32 day dry aged”



Our Brand Values: A Summary

Food and Health

Brand and product standards will promote food and health in the round.

Health is a consideration in how we label our products.

Products will be as healthy as they possibly can be.

Place Based Approach

Everything we do is tailored to the unique combination of environment, social impact and economics that you find in any given place.

We aim to balance those three priorities (the environment, social impact and economics) and prioritise the most important aspects for each community we work with.

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Please see [here](#) for Mey Selections style guide and logos

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