APPLICATION FOR REGISTRATION: Art. 5 () Art. 17 (✓)

PDO (/) PGI ( )

National file No :

1. Competent service of the Member State :

Name : Institut National des Appellations d'Origine, 138 Champs Elysees, 75008

Paris

Tel. : (1) 45 62 54 75 Fax : (1) 42 25 57 97

1. Applicant group :
2. Name : Association des Laiteries Charentes-Poitou
3. Address : 44 rue Jean Jaures, 17700 Surgeres
4. Composition : producer/processor ( / ) other ( )
5. Name of product :

 **Beurre Charentes-Poitou - Beurre des Charentes - Beurre des Deux-Sèvres**

1. Type of product : (see list in Annex VI) Class 1-5 - fats - butter
2. Description of product : summary of requirements under Art. 4(2)
3. name : see (3)
4. description : Pale-coloured butter with a firm texture, characterized by

its fine aroma

1. geographical area : The Loire and Poitou districts, a region with

livestock-breeding and wine-growing traditions.

1. evidence of origin : The phylloxera crisis of 1880 resulted in the

development of the dairy herd and an increase in the production of butter. The creation in 1893 of the Central Association of cooperative dairies of Charentes and Poitou soon spawned a large number of initiatives, for instance a refrigerated rail transport service to convey the butter to Paris, which helped to establish the reputation of Charentes-Poitou butter, which was soon in great demand because of its high quality. In 1977 the Dairy Association of Charentes-Poitou, which since 1930 had represented cooperatives and private enterprises, applied for the Appellation d'Origine for the brands of Charentes-Poitou butter in order to protect their quality and originality. It was granted in 1979.

1. acquisition : The cream that is used must undergo biological maturation

for at least twelve hours after pasteurization. The addition of colouring agents, preservatives or acidity regulators is prohibited.

1. link : Guardians of a heritage handed down from generation to

generation, the Dairy Association of Charentes-Poitou was established to protect local produce and the unceasing efforts of the producers and processors to provide quality products. The Appellation d'Origine guarantees the renowned flavour of the Charentes-Poitou brands of butter as well as the traditional manufacturing methods.

1. control : Name : I.N.A.O. , 138, Champs Elysees, 75008 PARIS

D.G.C.C.R.F., 59, Bd. V. Auriol, 75703 PARIS CEDEX 13

Min. de l'Agriculture - Services veterinaires 175, rue de Chevaleret - 75013 PARIS

1. labelling : A label bearing the words Appellation d'Origine Controlee and the

designation of the product, either Beurre Charentes-Poitou, Beurre des Charentes or Beurre des Deux-Sèvres, must either be glued to the packaging or be reproduced on the packaging.

1. national legislative requirements (where applicable) : Regulation of 29

August 1979

Order of 16 January 1980

TO BE COMPLETED BY THE COMMISSION
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