



MARGARET
RIVER
PRODUCE

MEMBERSHIP PACKAGE



CONTENTS

POLICY	3
DEFINITIONS	4
SCHEDULE 1	
ITEM 1 TRADEMARK	5
ITEM 2 TRADEMARK REGISTRATION DETAILS	5
ITEM 3 ELIGIBILITY ASSESSMENT	6
ITEM 4 PRODUCT CATEGORIES & CRITERIA	7-9
ITEM 5 PRICING	10
ITEM 6 USE OF TRADEMARK	11-13



POLICY

1. The Margaret River Produce Brand can only be used by parties authorised by the Margaret River Regional Producers Association.
2. Only members of the Margaret River Regional Producers Association are eligible to apply to use the Margaret River Produce Brand.
3. The Margaret River Produce Brand can only be associated with produce that is grown, produced or processed in the Margaret River Region.
4. To apply to use the Margaret River Produce Brand, all applicants must submit a completed Margaret River Produce Brand application form.
5. Wherever applicable, the applicant must comply with the Australia New Zealand Food Standards Code, (labelling, food additives, food safety practices and equipment, primary production and processing standards, wine production requirements etc).
6. The MRRPA committee must approve the final design proofs of any Margaret River Produce Brand used on labels, packaging, promotional materials, menus, websites, signage and any other visual resources prior to printing or distribution. Any changes to the way in which you apply the brand following initial approval must be resubmitted to the MRRPA for consideration and approval.
7. MRRPA have the right to rescind the use of the MRP Brand use permission at any time if the MRP Brand use policy or guidelines have been misused or ignored.
8. All applications will be assessed at the MRRPA committee's discretion. Applicants have the right to appeal to the MRRPA as why they should be given license to utilise the MRP brand.
9. The MRP Brand will be applied for by MRRPA members and assessed in a per product approval process.
10. The MRP Brand Criteria is NOT related to the Margaret River Farmers Market Rules & Guidelines.

Disclaimer

The MRRPA accepts no liability in regards to legislative compliance, product quality or food safety of any Margaret River Produce branded products. The producer accepts full responsibility and liability for their product.





DEFINITIONS

Committee means The elected management committee of the MRRPA.

MRRPA means Margaret River Regional Producers Association.

MRP - Margaret River Produce.

Margaret River Region (MRR) means the shires of Busselton and Augusta Margaret River plus the surrounding Australia Territorial waters, but subject to any change the Association may make by Special Resolution. [hereafter known as 'the region'].

South West Region (SWR) means the areas defined as the shires of Augusta-Margaret River, Busselton, Boyup Brook, Bridgetown-Greenbushes, Bunbury, Capel, Collie, Dardanup, Donnybrook-Balingup, Harvey, Manjimup and Nannup.

Licensee means an organisation granted use of the MRP brand for use with their products and within their business by MRPA.

Regional Dishes means a dish where the dominant ingredients are sourced from the Margaret River or South West region.

Made means to undergo a substantial transformation from the inputs to the final product in the Margaret River region. Repacking or remoulding is not permitted as this does not result in substantial transformation to warrant the use of the term "made"

Characterising Ingredients has the meaning given to the term in Standard 1.2.10 of the Food Standards Code Australia New Zealand.

SCHEDULE 1

ITEM 1 TRADEMARK



ITEM 2 TRADEMARK REGISTRATION DETAILS

The Trade Mark Australian registration details are as follows:

Trademark Owner	Margaret River Regional Producers Association
Trademark	Refer to Item 1
Registration Number	2107320
Commencement Date	9 March 2021 Effective from 29.7.2020
Classes	35, 39 and 43

STATEMENT OF INTENTION

When shopping for produce, the public should have confidence in the authenticity of produce. The MRRPA's Margaret River Produce Brand Accreditation Program provides a solid basis of quality, integrity and fairness to all consumers. The Margaret River Produce Brand program advocates best practice and celebrates the work of genuine farmers and specialty makers of the Margaret River Region. The MRP program ensures the credibility of participants in a transparent process. How are our MRP accredited farmers & producers recognised? Look for the symbol of authenticity on the label.



ITEM 3

MARGARET RIVER PRODUCE BRAND

ELIGIBILITY ASSESSMENT



MARGARET
RIVER
PRODUCE

ORIGIN OF PRODUCE/PRODUCTS

POINTS

Grown by vendor, or manufactured entirely from ingredients which are grown/produced by vendor in the MR Region	20
Manufactured primarily from ingredients sourced from within the MR region	15
Manufactured primarily from ingredients sourced from within the Southwest Region	10
Manufactured primarily from ingredients sourced from within Western Australia (not available within the MR or SW Region)	
Manufactured primarily from ingredients sourced from overseas (not available within Australia)	0

PROCESSING

Use of produce directly, or high and/or complex level of processing of raw ingredients into a speciality product (e.g. Tempeh, Cheese, Wine, Chocolate)	15
Medium level of processing of ingredients (e.g. Jerky, Chutney, tarts)	10
Blending of ingredients to a unique speciality product (e.g. teas, spices).	5
Ingredients produced by vendor but processing outsourced, within the MR Region	15
Ingredients produced by vendor but processing outsourced, outside the MR Region	10
Simple combination of ingredients without processing	0

LOCATION OF FOOD BUSINESS

Within the MR region	5
----------------------	---

ITEM 4

PRODUCT CATEGORIES & CRITERIA

1. FARMED ANIMALS FOR FRESH BEEF, LAMB, GOAT & PORK MEAT + DAIRY



(GOLD RATING – Born & Bred)

- a. Animal Welfare – High standards of animal welfare must be maintained, ruminants to have access to natural forage with free range and extensive systems practised.
- b. Farmers must treat animals humanely at all times and in accordance with the Australian Code of Practice for the welfare of animals.
- c. All animals must have access to open foraging in daylight hours.
- d. Animals must originate (Born & Bred) on a farm within the region.
- e. No hormones or growth promoters to be used.
- f. Routine use of antibiotics is not permitted, only as a treatment medicine.
- g. Slaughter must be by an authorised food processor.
- h. Processing and packaging should take place in the region (where possible).

2. FARMED ANIMALS FOR FRESH BEEF, LAMB, GOAT & PORK MEAT + DAIRY

(STANDARD)

- a. Animal Welfare – High standards of animal welfare must be maintained, ruminants to have access to natural forage with free range and extensive systems practised.
- b. Farmers must treat animals humanely at all times and in accordance with the Australian Code of Practice for the welfare of animals.
- c. All animals/birds must have access to open foraging in daylight hours.
- d. Animals for meat and milk/dairy products must originate or at a minimum spend the majority of their lifespan on a farm within the region in terms of growing time or weight gain. If not originating in the Region, each animal must be fully traceable with a controlled supplier; the source must meet the criteria of the end use (ie. Meet criteria 1 a-c).
- e. No hormones or growth promoters to be used.
- f. Routine use of antibiotics is not permitted, only as a treatment medicine.
- g. Slaughter must be by an authorised food processor.
- h. Processing and packaging should take place in the region (where possible).

3. POULTRY & EGGS



(GOLD Rating)

- a. Animal Welfare – High standards of animal welfare must be maintained, ruminants to have access to natural forage with free range and extensive systems practised.
- b. Farmers must treat animals humanely at all times and in accordance with the Australian Code of Practice for the welfare of animals.
- c. All animals must have access to open foraging in daylight hours.
- d. Animals must originate (Born & Bread) on a farm within the Region.
- e. No hormones or growth promoters to be used.
- f. Routine use of antibiotics is not permitted, only as a treatment medicine.
- g. Slaughter must be by an authorised food processor.
- h. Processing and packaging should take place in the region (where possible).

4. POULTRY & EGGS

(STANDARD)

- a. Animal Welfare – High standards of animal welfare must be maintained, ruminants to have access to natural forage with free range and extensive systems practised.
- b. Farmers must treat animals humanely at all times and in accordance with the Australian Code of Practice for the welfare of animals.
- c. All animals/birds must have access to open foraging in daylight hours.
- d. Animals for meat must at a minimum spend the majority of their lifespan on a farm within the Region in terms of growing time. If not originating in the Region, each animal must be fully traceable with a controlled supplier; the source must meet the criteria of the end use (ie. Meet criteria 1 a-c).
- e. Animals for eggs must at a minimum spend the majority of their lifespan on a farm in the Region prior to lay. If not originating in the Region, each animal must be fully traceable with a controlled supplier; the source must meet the criteria of the end use (ie. Meet criteria 1 a-c).
- f. No hormones or growth promoters to be used.
- g. Routine use of antibiotics is not permitted, only as a treatment medicine.
- h. Slaughter must be by an authorised food processor.
- i. Processing and packaging should take place in the region (where possible).

ITEM 4 PRODUCT CATEGORIES & CRITERIA CONT.

5. FISH & SEAFOOD

(GOLD RATING – Born & Bred)



- a. Sea fish, crustaceans, including eels, must be landed within the region.
- b. Sea fish should come from certified, sustainable sources as recognised by the Marine Stewardship Council (MSC).
- c. Farmed Fish must be grown, harvested and prepared in the region.

6. FRUITS, NUTS AND VEGETABLES

- a. Vegetables, fruit and nuts must be grown in the region.
- b. Processing and packaging should also be within the region.
- c. GM products are not accepted.



VALUE ADDED PRODUCE

1. BEVERAGES, OILS AND VINEGARS

- a. WINE – a minimum of 85% of the fruit must be sourced from the Margaret River Region as per Wine Australia regulations.
- b. BEER - see 5. Speciality Producers category.
- c. OILS – The primary fruit or raw ingredient, eg. olives, must be grown in the region.
- d. OTHERS – e.g. Kombucha, water, juices, vinegars: The primary fruit or raw ingredients must be grown or produced within the region or if not available in the region from the South West Region.
- e. All must be made naturally, processed and packed using primary ingredients, without any artificial flavours, pre-made syrups or essences.

2. HONEY

- a. All must be harvested from hives based in the Margaret River Region.
- b. Must be packed and processed by a licensed producer in the region.

3. MEAT, POULTRY, SEAFOOD, DAIRY (Value Added)

- a. The final product must include more than 95% ingredients grown, harvested, produced on a farm within the region.
- b. Specify all inputs and their origin - all inputs must be traceable.
- c. Must be 'made', processed and packaged within the region (where possible).
- d. All products must be labelled in accordance with legislation, stating ingredients and all legally required information.



ITEM 4

PRODUCT CATEGORIES & CRITERIA

CONT.

4. JAMS & CHUTNEYS, CAKES, PIES, READY MADE MEALS, ETC

All products must:

- Be 'made', processed and packaged within the region.
- The characterising raw ingredients must be grown within the region, if not available in the region, 95% must be sourced Western Australia (preferably from the South West region).
- Specify all inputs and their origin; all inputs must be traceable.
- All products must be labelled in accordance with legislation, stating ingredients and all legally required information.

5. SPECIALITY PRODUCERS (EG. BREADS, CRACKERS, PASTA, OTHER)

Food and beverage producers based in the Margaret River Region, that substantially transform raw ingredients not available from the region may be granted a licence at the committee's discretion.

- The processing and packaging must be within the region.
- Specify all inputs and their origin all inputs must be traceable.
- All products must be labelled in accordance with legislation, stating ingredients and all legally required information.

6. HOSPITALITY LICENSEE

A place where people pay to eat meals that are cooked and served on the premises. Or a premises that offers food and drink to customers packaged for purchase.

All licensee must demonstrate an ongoing commitment to the use of Margaret River Produce.

Any wishing to use the brand must:

- Source as many products as possible from the Margaret River region, or South West, with at least 2 'regional dishes' on the menu.
- Maintain a menu supporting local food and acknowledge producers on the menu.
- Display the Margaret River Produce logo to the public.

7. NON-FOOD AND BEVERAGE PRODUCTS: WHERE THE RAW INGREDIENTS ARE FROM THE REGION MAY BE GRANTED A LICENCE.

- The product should be manufactured from ingredients primarily grown, harvested or produced in the region.
- The processing and packaging must be within the region.
- All products must be labelled in accordance with legislation, stating ingredients and all legally required information.
- Specify all inputs and their origin all inputs must be traceable.



ITEM 5 PRICING

<\$100K sales of TM branded products | \$150 incl gst annually

\$100K - \$1M sales of TM branded products | \$250 incl gst annually

> \$1M sales of TM branded products | \$500 incl gst annually

Fees charged annually, each financial year. Fees will be charged pro rata if first approval is part way through a financial year.



ITEM 6 USE OF TRADEMARK

This must appear in full as set out in Item 1 of Schedule 1 in all material, promotions, packaging and information whatsoever relating to the Produce. The Trade Mark must be applied either in black and white and it may be altered in size to suit packaging or other marketing requirements. However, the Trade Mark must not be altered in terms of graphic proportions relating to the design.

TRADEMARK USE AND RULES

To maximise the visual impact of the trademark, a minimum size and surrounding clear space is required. The clear space area must be kept free of text, graphics and imagery.

LOGO

PRIMARY LOGO



MINIMUM CLEARSPACE REQUIREMENT

The minimum clearspace is calculated using double the height of 'MARGARET' element of the logo. This measurement is the minimum distance the logo may be placed next to other elements or the edge of a document.

MINIMUM SIZE (EXCL CLEARSPACE)

Minimum Size 12mm high



LOGO COLOURWAYS

The logo is to be used in either black or white, the logo colour should not be changed.



COLOUR USAGE

Your may use the logo on most colours and images as long as legibility is not sacrificed



INCORRECT TRADEMARK USAGE

Consistency of application of the logo is critical to establish and maintain brand recognition and therefore the integrity of the logo must be maintained at all times. The examples below show how the logo should NOT be used.

ELEMENTS THAT MAKE UP THE LOGO
SHOULD NOT BE RESCALED



LOGO SHOULD NOT BE
POSITIONED ON AN ANGLE



DO NOT REARRANGE
ELEMENTS OF THE DESIGN



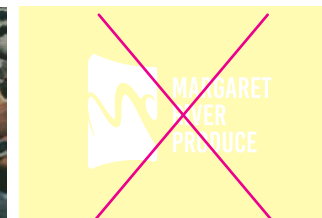
ELEMENTS SHOULD NOT BE SEPARATED
CAUSING INCORRECT SPACING



LOGO SHOULD NOT BE
CROPPED



DO NOT USE THE LOGO
IN A LOW CONTRAST MANNER





Application information is available online:

MARGARETRIVERPRODUCE.ORG.AU

PO Box 665 Margaret River WA 6285 Australia | info@margaretriverproduce.org.au

MARGARET RIVER REGIONAL PRODUCERS ASSOCIATION INCORPORATED

ABN 50141634360



**MARGARET
RIVER
PRODUCE**