Blas Dyfi Taste – Criteria for participation

‘Blas Dyfi Taste’ aims to promote produce that is grown, reared, made in the Dyfi Biosphere, with an emphasis on freshness and seasonality.

The use of this logo is aimed at supporting the local food economy, increasing awareness of locally grown produce and supporting primary and secondary (processing) food producers as well as hospitality and retail businesses that use the produce.

Who can use the logo?

1. Any **primary producer** within the Dyfi Biosphere using sustainable growing methods; supporting biodiversity, ecology and sustainable land management.
2. Any **secondary producer/processor** making quality food or drink in the Dyfi Biosphere. They may display the Blas Taste Dyfi Biosphere logo and the phrase ‘grown/produced [with love] in a UNESCO Biosphere’ on product packaging – but *only* for those products that feature local ingredients.
3. Any **restaurant, hotel, café or shop** within the Dyfi Biosphere that makes a point of using local, Welsh and seasonal produce - and that promotes this. However, catering businesses must have a food hygiene rating of 4 or 5 normally, and score at least 32 points in the self audit questionnaire in Visit Wales’ Food Tourism Toolkit, available at <https://businesswales.gov.wales/tourism/working-together#guides-tabs--5>. For this purpose, ‘local produce’ does not include produce bought locally but grown/made further afield. Members may choose to use the logo to identify specific local produce on the menu/on sale (e.g. Blas Dyfi Taste leek & potato soup).
4. Establishments/businesses just outside the Biosphere may join at the discretion of existing members in recognition of their good practice or added value to the network.

All network members must:

* Sign the Blas Dyfi Taste version of the Dyfi Biosphere Charter and commit to improvements
* Pay the joining fee
* Display the Blas Dyfi Taste logo on premises, promotional literature and website
* Put a link to the appropriate page of [www.dyfibiosphere.wales](http://www.dyfibiosphere.wales) on their website
* Promote the local supply chain, and collaborate with other businesses in this network where appropriate.

The joining fee is set initially at £5 (for very small enterprises), £15 (small) and £25 (larger businesses). This is not intended to be annual, though the network may review fees in due course.

Use of the brand will not be strictly assessed or monitored, so the value and integrity of the brand depends on users supporting the aims and spirit of the brand. This self-assessment approach may be supplemented with consumer feedback and with peer pressure and support.