

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

PDO () PGI (✓)
National file No : IG/25/94

1. Competent service of the Member State :
Name : Ministry of Agriculture - Directorate-General for Food
Tel. : 49 55 58 45 Fax : 49 55 59 48
2. Applicant group :
(a) Name : Syndicat de Défense des Volailles Fermières de Loué - SYVOL QUALIMAINNE
(b) Address : 82, avenue Rubillard, 72000 Le Mans
(c) Composition : producer/processor (✓) other (✓)
3. Name of product : Volailles de Loué
Loué white chicken (label Nos 12-66 and 33-89) Loué turkey (label no 03-72)
Loué guinea fowl (label Nos 01-74 and 11-90)
Loué Muscovy duck and Muscovy duckling (label Nos 04-74 and 12-90)
Loué black chicken (label Nos 13-77 and 34-89) Loué yellow chicken (labels 04-81 and 35-89)
Loué goose (label No 07-84) Loué capon (label Nos 16-88 and 05-92)
Loué boiling fowl (label Nos 35-88 and 13-90) Loué fattened pullet (label No 51-88)
White chicken (label No 52-88) Loué guinea-fowl capon (label No 14-94)
4. Type of product : (see list in Annex VI) Meat and edible meat offal (Annex II to Chapter 2 of the Treaty of Rome)
5. Description of product : summary of requirements under Art. 4(2)
 - (a) name : see (3) - Loué poultry
 - (b) description : Poultry carcasses or cut pieces of superior quality, with tasty meat, tender but of firm consistency, with no excess fat. Poultry marketed fresh or frozen, whole (oven-ready or with giblets) or in sections.
 - (c) geographical area : The *départements* of Sarthe and Mayenne; the adjacent districts of the *départements* of Orne, Indre et Loire, Loir et Cher and Eure et Loir; in the *département* of Maine et Loire, the *arrondissement* of Segré and the districts of Louroux-Béconnais, Saint-Georges-sur-Loire, Angers, Tiercé, Durtal, Seiches-sur-le-Loir, Baugé, Beaufort-en-Vallée, Noyant, Longué-Jumelles and Allones.
 - (d) evidence of origin : All of the links in the network are listed (hatcheries, food producers, breeders, slaughterhouses). Documentary records are kept for every batch of poultry: declaration by the breeder of birds added to his stock, delivery slips for day-old chicks, declaration of departure for the slaughterhouse and receipts for collection of carcasses from the slaughterhouse, declaration of the labels used for the poultry after slaughter and declaration of downgraded poultry. The labels are all numbered.
Checks on the consistency of the above information mean that the origin of the product can always be traced.
 - (e) acquisition : Pure and crossbred slow-growing stock. Reared in small flocks in the open air or in copses until sexually mature. Cereal-based feed and minimum age set for the slaughter of each type of poultry. Carcasses graded at the abattoir.
 - (f) link : The link with the geographical origin of the product derives from the following factors:
Historical reputation, linked to the existence of a fair in the village of Loué, which was very well known in the 19th century and attracted many poultry merchants. The region's farmers marketed their output through these merchants. In 1958, some breeders and packers in the Loué region successfully revived the production of high-quality free-range poultry.
Present reputation: Loué poultry is the most famous poultry in France. It enjoys high public renown and features prominently on restaurant menus. It is used by highly prestigious restaurateurs.
 - (g) control : Name : SYVOL QUALIMAINNE (Permit No LA 05 under French standard EN 45011)
Address : 82, avenue Rubillard, 72000 Le Mans
 - (h) labelling : Products bear the designation *Volailles de Loué* with the name of the poultry type as well as the name and address of the certifying authority.
 - (i) national legislative requirements (where applicable) : The product must conform to the minimum technical standards and the corresponding specifications indicated on the label.