

The value of the Genuine Jersey Mark

Genuine Jersey has worked hard to generate public awareness of the values of buying locally with a marketing campaign encouraging consumers to look for the Mark before they buy; whilst at the same time engaging with retailers to increase exposure of Genuine Jersey in supermarkets. As demand increases so does the value to participating businesses.

This value can also be achieved by you, the Island's hospitality industry if you get on board.

Recent market research* demonstrates high awareness of the brand and the influence the brand has on buying habits, both within the Island population and the tourism sector.

- When asked whether products being 'local' affected their choice and buying decisions, 31% of Islanders said that 'local' provenance exerted a 'strong influence' and a further 51% were 'influenced' by 'local' provenance.
- Among Island residents, spontaneous awareness of the brand is 86%, and prompted awareness 91%.
- Spontaneous awareness of the brand amongst visitors to the Island is 63%; high levels considering the short period of time that many visitors would have been exposed to the brand during their stay.

Strong findings, that demonstrate the added value of Genuine Jersey to your business!

*Independent Brand Perception Survey 2010 carried out by Island Ark



How to use the Mark on your menu

About the Association Genuine Jersey was conceived in 2001 as a non-profit making body to promote products and produce which are made, reared, grown or caught in Jersey and its surrounding waters and because of their constituents and the skills involved in production may be regarded by consumers as being genuinely 'local'. Genuine Jersey has a strict set of criteria that are applied to ensure the provenance of Members' goods. Members of the Association subscribe to a Charter which guarantees the origin of their goods which carry the Genuine Jersey Mark.

The promotion of Genuine Jersey is in accord with States of Jersey strategies which promote sustainability, diversification and innovation.

Get involved! Use this leaflet as a practical guide to taking the next step. Any questions or to speak more about using the Mark, please contact the Chief Executive Officer of the Genuine Jersey Products Association:

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Add Genuine value to your menu



Your Guarantee of Local Provenance





Applying the Genuine Jersey Mark to your Menu



Your Guarantee of Local Provenance

Genuine Jersey is an expression of all that is best and sustainable in vital areas of Jersey's rural and maritime economy. It engenders Island pride and confidence in our future.

Whether it's reared, grown, caught or made in Jersey, Genuine Jersey is the guarantee of local provenance. In a nutshell, the Mark allows the consumer – your customer – to make an informed choice to support the local economy, embrace seasonality and reduce their carbon footprint.

Genuine Jersey would encourage you, the Island's hospitality industry to support our Members not only through your purchasing but by engaging with your customers. By creating a Genuine Jersey section within your Menu and identifying it with the Genuine Jersey Mark and brand promise, you play a valuable part in reaffirming the value of buying locally; buying sustainably.

The Primary Genuine Jersey Mark with the Brand Promise



Your Guarantee of Local Provenance

All listed ingredients must be sourced from currently accredited Members of the Genuine Jersey Products Association

GENUINE JERSEY SPECIALS

Chancre crab and local fish cake with tomato relish and crushed Jersey Royals	£13.50
Pan-fried scallops, butternut squash with rocket and salsa verde	£13.95
Local catch of the day with salad leaves and chunky chips	£10.50
Handmade beef burger with bacon, tomato relish and chunky chips	£9.50
Jersey bean crock with 'Classic Herd' sausage	£13.95

Where possible the Members' name, business name or farm name should be included to reinforce the provenance of the produce

A LA CARTE MENU

Fish platter of smoked mackerel, oak roast salmon,  Genuine Jersey crab, smoked salmon and grilled king prawn with spicy Marie rose and aioli	£13.95
Tagliatelle with wild mushrooms, fresh thyme and Pecorino (v)	£12.50
Pan roast rib eye steak with baby spinach, grilled tomato, chunky chips	£15.75

Simplified Icon  inserted to identify a predominant ingredient within other non-Genuine Jersey ingredients

 Ingredient sourced from a Member of Genuine Jersey.

Page Footer to explain Simplified Icon

The Genuine Jersey Product Mark may only be used on a menu to identify Genuine Jersey dishes subject to the following conditions:

1) All listed ingredients must be sourced from currently accredited Members of the Genuine Jersey Products Association and NOT just local or home grown produce. A full list of Members is available at www.genuinejersey.com

2) The Genuine Jersey Product Mark may only be used to identify a Genuine Jersey menu selection along with the Brand Promise: Your Guarantee of Local Provenance. The following paragraph may also be used if you wish to make a feature of your support for Genuine Jersey: "Genuine Jersey is your guarantee of local provenance. The Mark allows you to make an informed choice to support the local economy, embrace seasonality and reduce your carbon footprint."

3) A Simplified Icon has been developed to allow you to identify a predominant ingredient within other non-Genuine Jersey ingredients. Display sizes are:

-  3.5 mm wide in 9pt text
-  4 mm wide in 10pt text
-  4.5 mm wide in 11pt text
-  5 mm wide in 12pt text

4) Each page of the menu where a Genuine Jersey ingredient is identified must carry, as a page footer, the Simplified Icon with the following clarification: "Ingredient sourced from a Member of Genuine Jersey".

Artwork: Genuine Jersey Marks in all formats can be downloaded for free from www.genuinejersey.com

Conditions of Usage: Genuine Jersey Marks may not be modified in any way and the copyright and conditions governing its use remain with the Management Committee. Unconventional application of the Genuine Jersey Mark requires the approval, in advance, of the Management Committee or Chief Executive Officer. Misuse of Genuine Jersey Mark will result in action being taken by the Genuine Jersey Products Association.