



SPECIFIC CONDITIONS DOCUMENT HEART OF SPAIN ESTABLISHMENT

tierra de sabor

RESOLUTION OF THE DIRECTOR GENERAL OF THE INSTITUTO TECNOLÓGICO AGRARIO DE CASTILLA Y LEÓN OF THE 20TH OF NOVEMBER, 2017 APPROVING THE SPECIFIC CONDITIONS DOCUMENT TO BE ATTACHED TO THE APPLICATION FOR AUTHORISATION OF THE USE OF THE 'TIERRA DE SABOR' MARK SUBMITTED BY NATURAL OR LEGAL PERSONS OWNING CATERING ESTABLISHMENTS OR SERVICES, WHO ARE REGULARLY SUPPLIED WITH PRODUCTS AUTHORISED UNDER THE REGULATIONS FOR THE USE OF THE TIERRA DE SABOR GUARANTEE MARK IN FORCE.

Instituto Tecnológico Agrario de Castilla y León
Consejería de Agricultura y Ganadería
JUNTA DE CASTILLA Y LEÓN

Ctra. Burgos Km. 119 - FINCA ZAMADUEÑAS
47071 Valladolid - España
T +34 983 317 491 | F +34 983 317 303
info@tierradesabor.es | www.tierradesabor.es

RESOLUTION OF THE DIRECTOR GENERAL OF THE INSTITUTO TECNOLÓGICO AGRARIO DE CASTILLA Y LEÓN OF THE 20TH OF NOVEMBER, 2017 APPROVING THE SPECIFIC CONDITIONS DOCUMENT TO BE ATTACHED TO THE APPLICATION FOR AUTHORISATION OF THE USE OF THE 'TIERRA DE SABOR' MARK SUBMITTED BY NATURAL OR LEGAL PERSONS OWNING CATERING ESTABLISHMENTS OR SERVICES, WHO ARE REGULARLY SUPPLIED WITH PRODUCTS AUTHORISED UNDER THE REGULATIONS FOR THE USE OF THE TIERRA DE SABOR GUARANTEE MARK IN FORCE.

At its meeting on the 10th of March, 2009, the Board of the Instituto Tecnológico Agrario de Castilla y León [ITACyL] approved the Regulation on the use of the guarantee mark 'TIERRA DE SABOR', which lays down and determines the conditions governing the use of the mark and the requirements to be met by the persons authorised to use it and the products for which it is granted.

Since then, the Mark has undergone exponential growth in the number of products requested and authorised, as well as in the notoriety and value generated by the quality seal itself.

This has had an impact on the shelves of organised distribution, but also on the independent retail trade itself. In recent years, despite controls carried out by ITACyL staff, there has been a proliferation of commercial establishments using the Tierra de Sabor mark in their facilities (both outside and inside the sales area) without prior authorisation from the owner of the mark, the 'Instituto Tecnológico Agrario de Castilla y León'.

Thus, with the aim of finding ways to provide coherency to the use of the mark in this type of establishment, on the 30th of May, 2017, the Board of the Instituto Tecnológico Agrario de Castilla y León approved an amendment to the Regulations for the Use of the Tierra de Sabor Mark that grants the possibility of authorising the use of the mark to natural or legal persons who own catering establishments or services that are regularly supplied with products authorised to use the guarantee mark.

The Regulation also provides for the use of the logo of the Tierra de Sabor guarantee mark accompanied by the words 'Heart of Spain' in the event that the products covered by it are marketed on international markets and documentary proof is provided.

Taking into account the special characteristics of these operators, the latest Regulations for the Use of the Tierra de Sabor Mark establish in section (ii) of letter j) of section 1 of article 7 that, when accompanying the application for authorisation, they must certify compliance with

the minimum quality conditions and requirements laid down in the Specific Specifications Document, the contents of which shall be established by resolution of the Director General of the Instituto Tecnológico Agrario.

For the above reasons,

BE IT RESOLVED

To approve the Specific Terms and Conditions that must accompany the application for authorisation of the use of the 'Tierra de Sabor' mark presented by natural or legal persons owning establishments or catering services that are regularly supplied with products authorised under the Tierra de Sabor Guarantee Mark as shown in the annex attached to this resolution.

In the event that the establishments or catering services are located abroad, they may request authorisation for the use of the Tierra de Sabor guarantee mark to be accompanied by the words 'Heart of Spain'.

THE DIRECTOR GENERAL OF THE INSTITUTO TECNOLÓGICO AGRARIO

D. Jorge Llorente Cachorro

ANNEX

SPECIFIC CONDITIONS DOCUMENT

1. APPLICANT

Details of the applicant (natural or legal) responsible for compliance.

- If the applicant is a legal entity, deed or document of incorporation, the articles of association or the founding act, which contain the rules governing its activity duly registered, where appropriate, in the corresponding Public Registry, according to the type of legal entity concerned.
 - If the applicant is a natural person, National Identity Document [DNI in its Spanish initialism], or if applicable, the document that is legally valid in its place.
 - If the applicant is a legal entity, the documentation making it clear that the person acting on its behalf has sufficient power, duly registered in the Mercantile or Public Register corresponding to the type of legal entity in question and must also include the National Identity Card of the representative or the person that legally replaces them, or the passport in the case of non-nationals.
-

2. DESCRIPTIVE REPORT

Descriptive report of the premises for which authorisation is requested on the part of the Institute, including, among others, the location, surface area, surface area of the facade and the possibilities of the facade. Plans of the premises must be attached.

3. RELACIÓN DE PRODUCTOS AUTORIZADOS

List of authorised products marketed including for each one: Product, Trademark and company name of the authorised company for the product.

4. DECLARATIONS

1. Commitment not to display other brands, mentions or references that may involve the promotion of agrifood, gastronomic or tourist resources other than those of Castile and León. The breach of these aforementioned requirements shall be deemed to be sufficient cause for revocation of the authorisation.
2. Commitment to comply with the requirements and demands established by current legislation for the opening and operation of the commercial establishment for which the use of the mark is authorised.
3. Commitment to use the 'Tierra de Sabor' logo on the shop window or commercial facade, the image of which will be provided by the Instituto Tecnológico Agrario de Castilla y León along with the authorisation resolution. Use of the mark shall be restricted and limited exclusively to the establishments and domains for which the authorisation has been granted, under the conditions laid down in the resolution granting the authorisation.
4. Commitment to properly mark the products authorised by the Tierra de Sabor guarantee mark, avoiding any possible confusion that may be caused to the consumer regarding other items available at the point of sale that are not authorised to make use of this guarantee mark.

5. Commitment to allocate the totality of the useful area of exhibition and sale to the public of the establishment to the commercialisation of products authorised under the Guarantee Mark 'Tierra de Sabor' and to comply with the requirements regarding corporate identity established by the Instituto Tecnológico Agrario de Castilla y León.

6. Commitment to maintain and/or increase the number of items authorised under the Tierra de Sabor Guarantee Mark marketed in the establishment and communicate annually to the ITACyL the list of items marketed in the establishment.

7. Commitment to comply with the conditions and obligations of use of the mark and to promote the control and monitoring of the use of the mark to the staff assigned by the ITACyL. The foregoing includes authorising the Technicians appointed by the ITACyL to examine and verify compliance with the requirements for such analysis and agreeing to facilitate access to all facilities and subsidiaries of the business, as well as providing any documents or information requested.

8. Be and remain up to date with their tax, labour and Social Security obligations, as well as comply with and meet the requirements and requirements established by current legislation for the production, manufacturing, processing, distribution and/or sale to the public of authorised products.