

Welsh Laverbread achieves protected status

It joins other great Welsh produce, such as Conwy Mussels, Welsh Lamb and Halen Môn/Anglesey Sea Salt, as well as other well-known European products, such as Champagne and Parma Ham, which have been recognised for their distinct quality and awarded protection against imitation and misuse.

Welsh Laverbread is protected by the European Protected Designation of Origin (PDO) status, which will provide consumers with the confidence they are eating the genuine Welsh product.

In total, 12 Welsh products have now been awarded Protected status.

The Welsh Government has supported Selwyn's Seafood, based in Penclawdd in the Gower, over the past four years during the complicated and extensive application process.

Laverbread is a well-known Welsh delicacy recognised both within and outside Wales. Its taste and appearance is affected by the cleanliness and temperature of the sea water, as well as the method of producing it, making it a characteristic of its origin.

Collecting the laver, a type of seaweed, to make Welsh Laverbread was a small cottage industry in Pembrokeshire, dating back to 1800. The laver was thrown over thatched huts to dry before being sold to businesses in Swansea where it was cooked into Welsh Laverbread and sold at local markets.

Welcoming the protected status for Welsh Laverbread, the Cabinet Secretary for Environment and Rural Affairs, Lesley Griffiths said:

“Wales’ reputation for high-quality food and drink continues to go from strength to strength. I am delighted Welsh Laverbread is the latest Welsh product to join our growing list of food and drink awarded protected status. It is very much an icon of Welsh food, which brings to mind its historic origins on the beaches of west Wales.

“Food and drink is a priority sector of the Welsh Government, which is why we have set an ambitious target to grow the sector by 30% by 2020. The recognition from the European Commission is important as it demonstrates the quality of Wales’ unique produce as we strive to reach new markets to grow the industry and prepare for a future outside of the EU.”