

Beef Labelling Guide

for persons/organisations selling beef in England

BEEF LABELLING GUIDE (BL1)

This booklet provides guidance on the compulsory beef labelling system and the Beef Labelling Scheme (the approval scheme for other labelling information).

FOR ADVICE

Businesses in England should contact Defra's Beef Labelling Section:

Telephone: 020 7238 3158/3160

Fax: 020 7238 3169

E-mail: bls@defra.gsi.gov.uk

Website: <http://www.defra.gov.uk>
(Information on beef labelling may be found under 'Food and Drink')

Address: Beef Labelling Section
Department for Environment, Food & Rural Affairs (Defra)
5th Floor – Area E
9 Millbank
c/o Nobel House
17 Smith Square
London SW1P 3JR

The Beef Labelling Section can provide copies of this Guide, the Beef Labelling Scheme application form *BLS 2* (for labelling claims requiring approval) and a list of the recognised beef labelling verifiers. All these documents are also available on our Defra website: <http://www.defra.gov.uk> under 'Food and Drink'.

Advice contact point	ii
Section A: General Information	1
1. What is the beef labelling system?	1
2. What are the beef labelling rules?	1
3. Do the beef labelling rules apply to you/your business?	1
4. What type of beef must comply with the labelling rules?	1
5. What is labelling?	2
6. How should prewrapped beef be labelled?	2
7. How should non-prewrapped beef be labelled?	2
8. What is a traceability system?	2
9. What happens if you don't follow these rules?	3
Section B: Compulsory Labelling	4
10. What <i>compulsory</i> information must be shown on your labelling?	4
11. What <i>compulsory</i> information must be shown on your labelling for minced beef?	6
12. How should you label beef imported from a non-EC country for which not all the compulsory labelling information is available?	6
13. How do the rules apply to 'Scotch Beef', 'Welsh Beef' and 'Orkney Beef'?	7
14. What is the criteria for PGIs and PDOs?	7
Section C: Other labelling claims under the Beef Labelling Scheme approval system	8
15. What is the Beef Labelling Scheme?	8
16. What information needs to be approved?	8
17. What information does not need to be approved?	8
18. What rules must you follow under the Beef Labelling Scheme?	9
19. How do you apply for Beef Labelling Scheme approval?	10
20. What happens next?	10
21. How will the information you give us be used?	10
Section D: Labelling of imported and exported beef with non-compulsory information	11
22. Do you want to sell beef <i>imported</i> from other European Community (EC) countries and label it with information in addition to that covered by the compulsory system?	11
23. Do you want to sell beef <i>imported</i> from outside the European Community (EC) and label it with information in addition to that covered by the compulsory system?	11
24. Do you want to <i>export</i> beef to other European Community (EC) countries labelled with information in addition to that covered by the compulsory system?	11

Contents

Appendix 1: Examples of labels containing compulsory information	13
Appendix 2: Example of a display for compulsory labelling for non-prewrapped beef	14
Blank Labels	15
Appendix 3: Beef labelling customer information	17
Appendix 4: Legislation	19

Section A: General information

1. What is the beef labelling system?

- 1.1 The beef labelling system is a European Community (EC) wide system which is intended to provide buyers with clear, reliable information about beef (including veal) on sale. A key requirement of the system is that it should enable beef on sale to be traced back to where it originated. Retailers may wish to copy the information in Appendix 3 to hand out to their customers, informing them of the traceability that is in place for beef. Display of that information is not compulsory. The legislation governing the system is listed in Appendix 4.

2. What are the beef labelling rules?

- 2.1 Compulsory rules apply to the labelling of fresh or frozen beef (and these meats when minced), from animals slaughtered on or after *1 September 2000*. All beef offered for sale in the EC must be labelled with certain *compulsory* information. The beef labelling system governs all sales in the supply chain and is in *two* parts: (i) compulsory labelling and (ii) approved labelling under the Beef Labelling Scheme (BLS).
- (i) The **compulsory system** requires you to label your beef with prescribed information (see Section B for full details of what labelling information you need to display). As provision of this information is mandatory, you do not need to apply to Defra's Beef Labelling Section for its approval.
- (ii) Any other labelling claims you wish to make about the origin, characteristics or production methods of the beef you sell or the animal(s) of origin, require **approval under the Beef Labelling Scheme** (see Section C on the requirements for approved labelling).

3. Do the beef labelling rules apply to you/your business?

- 3.1 Yes, if you are selling fresh or frozen beef anywhere in the supply chain. For example, the following types of operator must comply with both the compulsory and approved labelling systems: slaughterhouse, cutting plant, cold store, re-packaging centre and re-wrapping centre. The rules also apply to businesses selling beef to the end consumer including shops, mobile shops, market stalls, supermarkets, catering butchers' businesses or farm shops. Suppliers to hotels, restaurants and other catering facilities are subject to the beef labelling rules, even though those types of businesses are not. Consumers of beef and beef products from catering establishments may expect that information equivalent to that provided on labels on fresh/frozen beef/veal should be available to them on request, particularly where claims are made (e.g. on restaurant menus) as to the nature of the beef on offer. Beef sold to the final consumer in the form of processed products (e.g. sausages, pies, ready-meals or canned beef) is not subject to these rules, nor are sales of live calves or finished cattle.

4. What type of beef must comply with the labelling rules?

- 4.1 Fresh and frozen beef (including veal) e.g. a whole carcase, quarters, fresh or frozen sirloin or rump steak. This includes mince and uncooked beef burger patty with no added ingredients (e.g. soya protein, cereal binder). Uncooked meat that has been seasoned *either* in depth *or* over the whole surface of the product with seasoning *either* visible to the naked eye *or* clearly distinguishable by taste is not included. Beef and veal in processed products and offal, for example, processed beef burgers or steak and kidney pies, are not covered by the beef labelling system. Such products do not need to be labelled with the compulsory terms, nor do

Section A: General information

their labels require approval under the Beef Labelling Scheme. Fresh or frozen beef means all products falling within Customs Nomenclature (CN) codes 0201, 0202, 0206 10 95 and 0206 29 91. If in doubt please contact the Beef Labelling Section (see page ii).

5. What is labelling?

- 5.1 Labelling covers written information given to customers at the point of sale. This includes information given on packaging material and on labels near the product. It also includes information given at the point of sale in advertisements, posters, announcements and leaflets associated with the product. Information given by word of mouth is *not* covered, although it is an offence under other legislation to mislead the consumer. Information conveyed by pictures or symbols may require approval too. For example, a veal label with a picture of calves in an open system would require approval as it implies that the veal came from calves reared that way. If in doubt please contact the Beef Labelling Section (see page ii).

6. How should prewrapped beef be labelled?

- 6.1 Prewrapped meat must be labelled on its packaging. If packages are grouped together and sold in a carton, the required information may be shown on the carton and omitted from the individual packages within it. If, however, the packages are sold without the outer covering, each must be labelled with the required information before sale.

7. How should non-prewrapped beef be labelled?

- 7.1 For non-prewrapped meat sold to the end customer, information must be on the meat or be displayed in the shop e.g. on a ticket in close proximity to the meat or on a sign on the wall visible to your customers (examples and blank labels are provided at Appendix 2).

The display must ensure that the meat is distinguishable within the shop so that the customer can see which information applies to which meat. The reference number(s) or code(s) on display must ensure that the meat can be traced back to its source through your traceability system.

8. What is a traceability system?

- 8.1 This is a manual or computer system kept by your business which will link the animals or beef you buy, to the reference number or code of the beef which you sell. All operators in the supply chain must have a traceability system so that beef on sale to the consumer can be traced back to the animal or group of animals from which it was derived and to prove that the labelling information given to customers throughout the supply chain is correct.
- 8.2 You must have a traceability system. The exact type of information it should contain depends on the nature of your operation. It should record the arrival and departure of each animal carcass, part carcass, primal or other cut of meat. It should also record the departure of the meat to ensure that there is a balance between arrivals and departures. Depending on your type of operation, you could record some or all of the following:
- intake date (of animal, carcass or cut)
 - the supplier
 - delivery note
 - kill date
 - weight
 - UK ear tag/cattle passport number or reference code
 - product (cut)

Section A: General information

- tray number or colour
- the date placed on the counter

and link these to:

- the reference number or code
- the compulsory labelling about slaughterhouse and cutting plants, and
- any approved labelling claims made against sales.

adequately re-labelled, because insufficient information is available to trace it, you may be allowed to sell it on directly for processing into products. You could also be required to take further steps in order to correct your breach of the rules. Serious breaches of the rules could constitute a criminal offence which, on conviction, will lead to a fine.

9. What happens if you don't follow these rules?

- 9.1 Officers authorised by Defra, Trading Standards Officers and Environmental Health Officers will be carrying out checks to ensure that the rules for compulsory labelling and approved labelling are being followed. This will include checks on those operators who have been approved under the Beef Labelling Scheme (to ensure that they are continuing to label in accordance with their approval) and on those who have not been approved (to ensure that they are not giving their customers information which requires approval). You must give these officers access to your premises and to your records. Those operators who have been approved under the Beef Labelling Scheme must be able to show the officers a certificate of product conformity issued by your Government-recognised verifier as a result of a previous inspection, and your approval document issued by Defra.
- 9.2 You must not supply inaccurate or misleading information. Unless you have reason to doubt its accuracy, you can assume that beef labelling information given to you when you buy beef from your suppliers is accurate. If you fail to follow the rules, you will be required to remove your beef from sale until the beef or veal is re-labelled in accordance with the rules. If the meat cannot be

Section B: Compulsory labelling

This Section explains the compulsory information you must show on your labelling for fresh and frozen beef. Special rules apply to **minced beef** and to beef from **non-EC countries** (third countries). These are explained in 11 and 12 respectively.

10. What compulsory information must be shown on your labelling?

10.1 The following indications must be shown on your labels. For more detail see 10.2 to 10.9.

- (1) A reference number or code
- (2) The name of the **Member State** or **non-EC country** in which the animal or group of animals were born;
- (3) The name of the **Member State** or **non-EC country** in which the animal or group of animals were raised.
- (4) *'Slaughtered in: [name of Member State or non-EC country]'*
- (5) Licence number of slaughterhouse
- (6) *'Cutting/cut in: [name of Member State or non-EC country]'*
- (7) Licence number(s) of cutting plant(s)

10.2 Indication (1) is a **traceability reference number** or **reference code** which ensures the link between the meat and the animal or group of animals from which it is derived.

For a slaughterhouse – the reference number or code may be the identification number or any other number or code relating to the individual animal concerned, or to a group of animals or carcasses or quarters. Carcasses should be individually identifiable (i.e. by the kill number). Where carcass-batches are created in a slaughterhouse, the individual animal's identity must remain with the carcass and also with the parts of the carcass after it has been cut.

For a cutting plant – the reference number or code may be the identification number or any other number or code relating to the animal from which the cut meat is derived. However, it could be a batch number. For this purpose, a batch may comprise at most one day's production in a cutting plant. A batch formed in a cutting plant may only be formed from beef which has been slaughtered in the same slaughterhouse and, if relevant, cut previously in the same cutting plant or plants. If you are cutting meat from a number of different slaughterhouses, beef from each slaughterhouse must be assigned a different reference number. You may, however, include in a single batch, beef slaughtered in the same slaughterhouse but on different days. The composition of batches which undergo further cutting (e.g. primals into retail cuts) is limited in the same way, so a batch must not involve more than one day's production and must be formed from beef which has been cut previously in the same cutting plant or plants.

For a retail outlet – any reference number or code enabling traceability within your shop can be used provided there is a link through your register and documentation to your supplier's reference number or code. It could be a batch number.

10.3 Indication (2) must show the **Member State** or **non-EC country** in which the animal or group of animals were **born**. This must be a single Member State or a single non-EC country. A regional name approved under the Beef Labelling Scheme (e.g. 'Devon') or 'England' is not sufficient. Meat from animals born in different countries cannot be put in the same batch. Meat from animals born before 1 January 1998, where information on the place of birth is not available, should be marked *'Born before 1 January 1998'*.

Section B: Compulsory labelling

- 10.4 Indication (3) must show the names of *all* the **Member States** or **non-EC countries** where the animal or each of the animals in the group lived between birth and slaughter. Each animal in the group of animals must have been **reared** in all the countries listed. If the animal or animals spent less than 30 days immediately after birth in the country of birth, you do not have to list that country on the label as a country of rearing. Also, if the animal spent less than 30 days immediately before slaughter in the country of slaughter then you do not have to list that country on the label as a country of rearing. Meat from animals born before 1 January 1998, where information on the place of rearing is not available, should be marked '*Born before 1 January 1998*'.
- 10.5 Where your beef is derived from animals which were **born, raised and slaughtered** in the same Member State or same non-EC country, instead of separate indications (2) and (3), your labelling can be shown as '*Origin: [name of Member State] or [non-EC country]*', along with indications (1) and (4) to (7). The following is an example, '*British Beef – Origin: UK*', and the label would also have to contain the indications '*Slaughtered in UK (licence number), Cut in UK (licence number)*', together with the reference number or code.
- 10.6 Indication (4) must show the **Member State** or **non-EC country** in which the **slaughterhouse** is located. Your labelling must include the words: '*Slaughtered in [name of Member State or non-EC country]*'. This must be a single Member State or a single non-EC country e.g. '*Slaughtered in UK*'. A regional name approved under the Beef Labelling Scheme (e.g. 'Devon') or 'England' is not sufficient.
- 10.7 Indication (5) is the **licence number** of the **slaughterhouse** in which the animal or group of animals was slaughtered. *This is the veterinary licence number which has been allocated to the establishment or premises, and which appears on the health mark stamp.* There must be only *one* slaughterhouse number on the beef label and therefore all beef sold together in a pack or batch must be from *one* slaughterhouse only, to ensure traceability. Beef from two or more slaughterhouses must *not* be combined to form a pack or batch.
- 10.8 Indication (6) must show the **Member State** or **non-EC country** in which the **cutting plant** is located. Your labelling must include the words: '*Cutting/cut in [name of Member State or non-EC country]*'. This must be a single Member State or a single non-EC country. A regional name approved under the Beef Labelling Scheme (e.g. 'Devon') or 'England' is not sufficient.
- 10.9 Indication (7) is the **licence number** of the **cutting plant** in which the beef was cut (and/or deboned). *This is the veterinary licence number which has been allocated to the establishment or premises, and which appears on the health mark stamp.* Where a batch of beef is processed through more than one cutting plant, your labelling must show the licence numbers of **all** the cutting plants at which the meat was processed. Beef which has not been slaughtered in the same cutting plant or series of cutting plants must **not** be mixed to form a pack or batch. Where beef is cut in unlicensed premises e.g. butchers, farm shops or other shops, the address of the premises must be shown in place of a licensed number. But where the beef is cut and sold in the same unlicensed premises, the indication may state 'on these premises'. If a slaughterhouse also does the cutting then the slaughterhouse licence number should be used if no cutting plant number is allocated.
- Examples of labels containing information you must display are shown in Appendix 1 of this guide.*

Section B: Compulsory labelling

11. What compulsory information must be shown on your labelling for minced beef?

11.1 You must label with the following indications. However, if you wish you may label with all the indications at 10 above. You may also include the date of mincing. For more detail see 11.2 to 11.6 below.

- (1) A reference number or code
- (2) Member State(s) or non-EC country(ies) of slaughter
- (3) Member State or non-EC country of mincing
- (4) If different from country of mincing, all the countries where the animal or group of animals lived from birth to slaughter, '*Origin: [name(s) of Member State(s) and/or non-EC country(ies)]*', or '*Origin: Non-EC*' if all those countries are outside the EC.

11.2 Indication (1) should be a **traceability reference number** or **code** which links back to the source animal, group of animals or batches of beef used for mincing.

11.3 Indication (2) must show the name of the **Member State(s)** and/or **non-EC country(ies)** in which the animals were **slaughtered**. Subject to legal advice to the contrary, beef minced in the UK may be derived from animals slaughtered in more than one but not more than *two* countries. This means not more than two Member States or two non-EC countries, or one Member State and one non-EC country. Your labelling must include the words '*Slaughtered in [name of Member State(s) and/or non-EC country(ies)]*'.

11.4 Indication (3) must show the name of the **Member State** or **non-EC country** in which

the meat was **minced**; the batch must be minced in only one country. Machines must be cleaned between consignments of meat where the animals have been slaughtered in a different country (or mix of two countries) from the previous batch. Your labelling must include the words '*Minced in [name of Member State or non-EC country]*'.

11.5 Indication (4) must show the names of the Member States or non-EC countries where the animal or group of animals lived from birth to slaughter. Your label must include the words '*Origin: [name(s) of Member State(s) and/or non-EC country(ies)]*', or '*Origin: Non-EC*' if all those countries are outside the EC. Indication (4) does not need to be shown if the country of origin of the animals is the same as the country of mincing.

11.6 Where mixed minced meat is sold and the larger proportion of the meat is beef (e.g. 60% beef, 40% pork), the compulsory indications must be shown.

Examples of labels containing information you must display are shown in Appendix 1 of this guide.

12. How should you label beef imported from a non-EC country for which not all the compulsory labelling information is available?

12.1 Where all the compulsory information is not available on non-EC country imports you must label with the wording '*Origin: Non-EC*' and '*Slaughtered in [name of non-EC country]*'. You should also supply a reference number or code when the beef is cut or repackaged after import.

Section B: Compulsory labelling

13. How do the rules apply to 'Scotch Beef', 'Welsh Beef' and 'Orkney Beef'?

13.1 Products under the Protected Geographical Indication (PGI) and Protected Designated Origin (PDO) system e.g. 'Scotch Beef', 'Welsh Beef' and 'Orkney Beef' must be labelled with the compulsory indications listed in 10.

14. What is the criteria for PGIs and PDOs?

14.1 Protected Geographical Indication (PGI) products are produced, processed or prepared within a geographical area, as defined under Council Regulation (EEC) No 2081/92 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. The product must have a specific quality, reputation or other characteristic related to the area. For example, 'Scotch Beef' is a PGI. To qualify as 'Scotch Beef', the product must come from cattle born, bred, slaughtered and dressed within Scotland, and quality assured.

Protected Designation of Origin (PDO) products are produced, processed and prepared in a geographical area, and the features and characteristics of the product must be due to the geographical area and methods of production unique to the area. 'Orkney Beef' is a PDO and is produced, slaughtered and dressed exclusively on Orkney.

15. What is the Beef Labelling Scheme?

15.1 The Beef Labelling Scheme has been in operation in the UK since 1997. It implements EC legislation which requires beef labelling information, apart from compulsory labelling indications, to be approved by the authorities in the Member State(s) and checked by recognised verifiers.

16. What information needs to be approved?

16.1 Non-compulsory labelling information on the method of production, the characteristics of the meat or animal from which it came, and origin claims such as the region or locality. The following are examples of information for which you will need approval. If you are not sure whether the information you wish to use requires approval, please contact the Beef Labelling Section (see page ii).

- region or locality where the animal was born and reared;
- breed or cross breed (see 16.2);
- age or gender of animal;
- method of production (e.g. farm assured, grass-fed);
- method of slaughter (e.g. halal, kosher);
- date of slaughter;
- method or length of maturation.

16.2 If you intend to label your beef with this or similar information, you must ensure that the information you are providing is common to *all* animals/meat from which the labelled product has been sourced. Unless you can guarantee this, we will not be able to approve your application. You will need to obtain approval when a name is given to a product range where all the produce is said to share certain characteristics. This would include, for example, a farm assurance

scheme where all the beef is said to have been sourced only from farms and slaughterhouses in certain locations or which meet certain standards. If you are labelling your beef with the name of the breed, your labelling must make clear that the beef is derived from an animal that was either pure-bred or from a cross breed. For example, when labelling your beef as 'Galloway' we would expect the animal from which the beef came to have been pure-bred i.e. both its sire and dam were Galloway. However, if only the sire was Galloway then we would expect your label to make this clear i.e. 'Galloway cross' or 'Galloway-sired', or information must be displayed at point of sale qualifying the claim. Terms must also be clear to your customers. For example, a term such as 'grass-fed' must mean, as a minimum, that the animal concerned was fed *primarily* on grass in the field.

16.3 Under the compulsory system all beef sales must be labelled with the Member State or non-EC country of origin (where born, raised and slaughtered). Approved regional or local origin claims will still be allowed but will be subject to approval under the Beef Labelling Scheme and will be in addition to the compulsory origin labelling described in Section B. If you wish to put, for example, 'English' or 'West Country' on the label you will require approval. You will also need to add the compulsory UK origin indications required (see Section B).

17. What information does not need to be approved?

17.1 Compulsory labelling (Section B) does *not* need approval. Nor do you require approval for information that can easily be checked at the point of sale and information which other legislation requires you to give. The following are examples of information for which you do *not* need approval:

Section C: Other labelling claims under the Beef Labelling Scheme approval system

- the name of the product or cut (e.g. sirloin);
- the weight of the product;
- the 'best before' or 'use by' date;
- storage conditions or conditions of use (e.g. 'keep refrigerated');
- instructions for use (e.g. cooking instructions);
- the name and address of the manufacturer, packer or seller;
- statements that the product has been packaged in a protective atmosphere;
- statements in accordance with the carcass classification grid;
- the health mark required by the Fresh Meat Directive and other similar veterinary indications;
- labelling as 'organic';
- Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) products. The only British beef this currently applies to is 'Scotch Beef' where cattle have to be born, reared and slaughtered in Scotland, 'Welsh Beef' where cattle have to be born, reared and slaughtered in Wales, and 'Orkney Beef'. (For further details on the criteria of PGIs and PDOs see paragraph 14).

17.2 If you are not sure whether the information you wish to use requires approval, please contact the Beef Labelling Section (see page ii).

18. What rules must you follow under the Beef Labelling Scheme?

18.1 The information you give to your customers must be clear and not misleading. You must be able to *prove* that the information you give about your beef is true. For this purpose you must employ an independent verifier from our list of Government-recognised beef labelling verification bodies, who will inspect

your traceability system to ensure that your labelling information is true. A list of the recognised verifiers is despatched with the application form or can be requested from the Beef Labelling Section (see page ii).

18.2 The Government-recognised verifier(s), who you will be required to engage and employ at your expense, will check that the labelling information you are giving to your customers is accurate. You must give the verifier access at all times to your premises and to your records. Before the inspection of your premises you must let the verifier know exactly what labelling indications you are making. You must have available copies of your approval document issued by Defra and the certificate(s) of product conformity issued by your verifier(s) as a result of your last inspection(s), and details of your traceability control procedures. Your verifier(s) must carry out regular checks to prove that your information is correct.

18.3 You must set up a system to guarantee that the information you give is accurate. This will probably involve further action by your suppliers and by yourself, in addition to that required under the compulsory labelling arrangements. As with compulsory labelling, your system must guarantee a link between your beef and the animal or group of animals from which it came so that you can prove the accuracy of the information you are giving to your customers.

18.4 If you wish your application to cover your beef when it is sold at outlets outside your business, you must list *all* of these outlets in your group application and update the list at least annually if it changes. You will need to employ your verifier to report on the outlet controls as well as yours. If the outlets are subject to verification for other claims, it may be convenient for the verifier(s) to co-ordinate verification to reduce costs.

Section C: Other labelling claims under the Beef Labelling Scheme approval system

19. How do you apply for Beef Labelling Scheme approval?

- 19.1 If you are a new applicant please contact the Beef Labelling Section (see page ii) to obtain an application pack. Your application must show the labelling information you wish to give your customers and explain how you can provide evidence (through your records) that the information is true. You should send your completed application form (BLS 2) and your traceability control procedures to the Beef Labelling Section (address on page ii). If your business is located in Scotland, Wales or Northern Ireland you should apply to the appropriate department on their application form:

Scottish Executive Environment and Rural Affairs Department (SEERAD)
Tel: 0131 244 6408;

Welsh Assembly Government Environment Planning and Countryside Department
Tel: 029 2082 3624/5130;

Department of Agriculture and Rural Development (DARD) – Northern Ireland
Tel: 02890 524536/520844.

20. What happens next?

- 20.1 If we have any questions about your application, we will telephone or write to you. Once we have approved your application you may add to your label the appropriate approved information. As soon as you receive our approval letter you should contact your independent verifier to arrange for an inspection to be carried out. You will be required, within six months of the date of your approval, to send us a copy of your verifier's certificate of product conformity based on an inspection report produced by the verifier. The report should explain the controls that the verifier has carried out and comment on the reliability of your labelling

information. If, following this inspection, your verifier is satisfied with the standard of your traceability system, a certificate of product conformity will be issued by the verifier for a stated period. After the first report, further reports will be required annually or at intervals decided by your verifier. We will review your approval in the light of each certificate of product conformity, or information from your verifier.

21. How will the information you give us be used?

- 21.1 We, and the enforcement authorities, will use the information in order to decide whether your application meets the rules of the Beef Labelling Scheme. We may also use the information for other purposes such as evaluation of the Scheme. Any data stored electronically is covered by the provisions of the Data Protection Act 1998.

For additional information on imports and exports, see Section D.

Section D: Labelling of imported and exported beef with non-compulsory information

22. Do you want to sell beef *imported from other European Community (EC) Member States* and label it with information in addition to that covered by the compulsory system?

22.1 If you want to label beef imported from another EC country with information in addition to the compulsory indications (Section B) you may need to send an application for approval to the authorities of the country in which the production or sale of the beef in question takes place. Please first contact the Beef Labelling Section (see page ii) for advice on how to proceed.

22.2 If it is necessary to send an application to the authorities of that country you will need to specify what information you wish to include on the label and explain the measures you will take to ensure the accuracy of the information. This should include the control system which would be applied at all stages of production and sale, and would also cover the handling or processing of the fresh or frozen beef and veal that takes place in that country. You would then only be able to label this beef in the UK once each country had approved your application.

22.3 Simpler rules apply if you are importing beef in small retail packs labelled in one Member State according to an approved specification, where no additional information is added to the label. Labels only require approval from the originating (exporting) country and can be sold in the UK without further approval from us provided that:

- the packaging has not been changed in any way;
- the originating Member State has provided all relevant information to us in advance;

- the approval of the originating Member State also covers the labelling specification of the retail package sold here.

23. Do you want to sell beef *imported from outside the European Community (EC)* and label it with information in addition to that covered by the compulsory system?

23.1 If you want to label beef imported from a non-EC country with information in addition to the compulsory indications (Section B) please contact the Beef Labelling Section (see page ii) for advice on how to proceed. You may only label with the additional information that the European Commission has given permission for the non-EC country to use.

24. Do you want to *export beef to other European Community (EC) countries* labelled with information in addition to that covered by the compulsory system?

24.1 If you want to export beef to another EC country, you must abide by all export legislation in force at the time. At present there are two schemes under which beef may be exported from England to the EC:

- de-boned beef derived from UK cattle may be exported if it is produced under the Date-based Export Scheme (DBES); and
- beef derived from cattle slaughtered outside the UK may be exported if it is produced under the 'XAP' system.

24.2 In addition to the compulsory indications set out in Section B, the DBES and XAP lay down additional requirements on the labelling of beef to be exported, primarily that the beef bears a special hexagonal mark indicating its eligibility for export.

Section D: Labelling of imported and exported beef with non-compulsory information

- 24.3 If you want to label this beef with the additional information to that covered by the export scheme and the compulsory system (Section B) you may need to send an application to the authorities of each country involved. Please contact the Beef Labelling Section (see page ii) for advice on how to proceed. If it is necessary to send an application to the authorities of that country you will need to specify what information you wish to include on the label and explain the measures you will take to ensure the accuracy of the information. This should include the control system which would be applied at all stages of production and sale, and would also cover the handling or processing of the fresh or frozen beef and veal that takes place in that country. You would then only be able to label this beef with the additional information in that country once the authorities there had approved that application.
- 24.4 Simpler rules apply on the labelling information if you export beef in small retail packs (see 22.3). The Beef Labelling Section can give you more information about this and will be able to give advice if you experience difficulties in obtaining approval for your labels in other countries.

Examples of labels containing compulsory information

In the examples below, information which is compulsory is shown in **brown** type. Information which requires Defra approval and independent verification is shown in **bold italics**.

Label for retail:

British beef
05/02/05/324694/1 – reference number/code
 Sirloin Steak
 Weight 600 grams
 Price £3.00
 Unit Price £5.00/Kilo
Aberdeen Angus cross
Slaughtered in: UK (1234)
Cutting in (or Cut in): UK (5678)
Origin: UK

Label for carcasses:

British beef
03/04/05/42864/1 – reference number/code
 Classification: CR3L (Compulsory for most abattoirs)
 Weight 152 Kilos
Slaughtered in: UK (1234)
Origin: UK

Label for beef in respect of which particular origin claims are made:

British beef
05/02/05/324694/3 – reference number/code
 Rump Steak
 Weight 500 grams
 Price £2.40
 Unit Price £4.80/Kilo
Born in: *Derbyshire* – UK
Reared (or Fattened) in: *Derbyshire and Yorkshire* – UK
Slaughtered in: *Yorkshire* UK (2345)
Cutting in (or Cut in): *Yorkshire* – UK (6789)
Origin: UK

Label for mince:

British minced beef*
08/07/05/346248/2 – reference number/code
Farm Assured
 Weight 1 Kilo
 Price £4.75
Minced in: UK
Slaughtered in: UK

*Where all animals from which the minced beef is derived have been born, raised and slaughtered in the UK.

Label for mince:

Minced beef
06/08/05/958425/2 – reference number/code
 Weight 2 Kilos
 Price £9.00
Minced in: UK
Slaughtered in: UK
Origin: *Ireland**

*Where the animals of origin were born in Ireland and raised in Ireland and UK.

Example of a display for compulsory labelling for non-prewrapped beef

Rump Steak

Tray: A	Reference number/code: AB 1234 00105 <i>(example only)</i>
Origin: UK* – British	
Slaughtered in: UK Slaughterhouse licence No: 1234	Cutting in: UK Cutting Plant licence No: 5678

(* Where born, raised and slaughtered in UK)

Striploin

Tray: Green trays	Reference number/code: MB 535 WB 14/06/05 <i>(example only)</i>
Origin: UK* – British	
Slaughtered in: UK Slaughterhouse licence No: 2345	Cutting in: UK Cutting Plant licence No: 2345

(* Where born, raised and slaughtered in UK)

Striploin

Tray: B	Reference number/code: F18 – 21/06/05 <i>(example only)</i>
Born in: Netherlands	Reared in: Netherlands and Belgium
Slaughtered in: Belgium Slaughterhouse licence No: 4321	Cutting in: UK Cutting Plant licence No: 9876

Minced Beef

Tray: C	Reference number/code: HB 626 – DN 5 <i>(example only)</i>
Slaughtered in: Ireland and UK	Minced in: UK
Origin: Ireland and UK	

Blank Labels (see page 14)

Tray:	Reference number/code:
Origin:	
Slaughtered in: Slaughterhouse licence No:	Cutting in: Cutting Plant licence No(s):

Tray:	Reference number/code:
Born in:	Raised in:
Slaughtered in: Slaughterhouse licence No:	Cutting in: Cutting Plant licence No(s):

Minced Beef

Tray:	Reference number/code:
Slaughtered in:	Minced in:
Origin:	

Beef Labelling Customer Information

Compulsory beef labelling for fresh and frozen beef and veal helps to inform you about the origin of the beef you buy and provides reference numbers or codes to trace the meat back to its source.

By law labels must contain information about the countries of birth and rearing from within the EU and whether the beef is imported into the EU. Also, where your beef was slaughtered and where the cutting operations were performed.

All other labelling claims concerning the origin, type and method of production of beef offered for sale have to be traceable and approved.

Legislation

Regulation (EC) No 1760/2000 of the European Parliament and of the Council of 17 July 2000 *establishing a system for the identification and registration of bovine animals and regarding the labelling of beef and beef products and repealing Council Regulation (EC) No 820/97*

Commission Regulation (EC) No 1825/2000 of 25 August 2000 *laying down detailed rules for the application of Regulation (EC) No 1760/2000 of the European Parliament and of the Council as regards the labelling of beef and beef products*

Statutory Instrument 2000
The Beef Labelling (Enforcement) (England) Regulations 2000

Statutory Instrument 2002
The Beef Labelling (Enforcement) (England) (Amendment) Regulations 2002

**Produced by the Department for
Environment, Food and Rural Affairs.**

**© Crown copyright 2005.
BL1 (August 2005).**

PB 11100

www.defra.gov.uk

Printed on recycled paper containing
80% post-consumer waste and 20%
totally chlorine-free virgin pulp.

