

Voluntary Report – Voluntary - Public Distribution

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Report Name: UK government halts GB-wide expansion of 'Not for EU' labelling

Country: United Kingdom

Post: London

Report Category: Dairy and Products, Livestock and Products, Poultry and Products, Trade Policy Monitoring

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Report Highlights:

On September 30, the United Kingdom confirmed it will not proceed with the previous Government's plan to introduce mandatory 'Not for EU' labelling in Great Britain (GB). US exporters require individual 'Not for EU' product labels for meat and dairy when exporting to Northern Ireland only. The GB-wide expansion was part of the Northern Ireland Retail Movement Scheme and was set to come into force on October 1, 2024.

Summary:

On [September 30](#), the United Kingdom confirmed it will not proceed with the previous Government’s plan to introduce mandatory ‘Not for EU’ labelling in Great Britain – England, Scotland and Wales. US exporters require individual ‘Not for EU’ product labels for meat and dairy when exporting to Northern Ireland only. The GB-wide expansion was part of the Northern Ireland Retail Movement Scheme (NIRMS) and was set to come into force on October 1, 2024.

What has happened:

The NIRMS was agreed as part of the [Windsor Framework](#) following negotiations between the EU and UK. Phase one of NIRMS began in October 2023, when meat and some dairy products were required to have “Not for EU” individual product labels if being imported into Northern Ireland. Phase two broadens the coverage to all milk and dairy products and apply in Great Britain as well as Northern Ireland. While phase two is still proceeding in Northern Ireland as planned; the UK government is no longer implementing the same scheme for Great Britain, however, it is leaving the door open to applying the policy in the future on a case-by-case basis.

The UK held a [public consultation](#) earlier in the year to gather information on the potential impact of the proposed policy. After a significant amount of feedback, both through the consultation and subsequently with industry, the UK has decided not to proceed with the GB-wide rollout of ‘Not for EU’ labelling.

There has been a great deal of uncertainty around this policy, and businesses have been seeking clarity on the GB rollout for several months. Businesses have generally been vocal in their objection to the implementation of ‘Not for EU’ labelling in Great Britain. The last-minute nature of the announcement means that some businesses who have been preparing for the changes have already incurred significant costs. However, the UK government’s decision largely aligns with industry’s request.

What’s next:

The government has stated that they will “take the powers necessary to apply ‘not for EU’ labelling in the future”, in Great Britain, if necessary. If there is evidence of supply chain issues e.g. a product is available in Great Britain but not Northern Ireland, due to labelling burdens, the UK government may apply ‘Not for EU’ labelling in a targeted way. The UK government will provide further information on this as they develop this legislation. They have stated that any interventions would be targeted where the evidence points to ‘significant risks’ of products not being available and will continue to monitor and protect the availability of goods in Northern Ireland.

The third and final phase of NIRMS is set to continue as previously planned in Northern Ireland only. This will apply from July 1, 2025, and increase the number of products requiring individual 'Not for EU' labels. [These products](#) include pet food, unprocessed fruit and vegetables, fish, eggs, honey and composite products. This will apply to any products exported into Northern Ireland, including from the US.

Previous report can be found [here](#).

Attachments:

No Attachments.