

DEFRA provides clarity around the GB wide 'Not for EU' labelling obligations

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The Department for Environment, Food and Rural Affairs (DEFRA) has recently clarified the obligations surrounding the 'Not for EU' labelling for all meat and dairy products being sent to Northern Ireland from Britain.

Following the Windsor Agreement, specific meat and dairy products shipped from Britain to Northern Ireland were due have been required to feature a 'Not for EU' label since the 1 October 2023. The initial plan was to extend this requirement to all such products across Britain and Northern Ireland by 1 October 2024.

However, in a surprising U-turn on 30 September 2024, DEFRA announced the cancellation of the planned GB-wide 'Not for EU' labelling. This decision, influenced by feedback from a public consultation, came as a relief to many but also raised questions about the financial implications for businesses that had already invested in preparing for the new labelling requirements.

The end of uncertainty?

While this move may seem to alleviate some of the uncertainty surrounding product labelling in the UK, the department has also not ruled out revisiting labelling regulations if their monitoring identifies the necessity, and will do it based on evidence of need for individual products rather than applying a blanket rule.

DEFRA has stated in its guidance that it intends to work intensively with industry to monitor the supply of supermarket goods and to assure that they will be maintained as the framework implementation continues.

Ongoing requirements for milk and dairy products moving to Northern Ireland

It's important to note that the decision to cancel the GB-wide labelling requirements does not impact the requirement for certain milk and dairy products moving to Northern Ireland to carry the 'Not for EU' label. As of 1 October 2024, these products are required to be labelled as such.

From 1 July 2025, additional food products that move from Britain to Northern Ireland must be individually labelled. This includes pet food, unprocessed fruit and vegetables, fish, eggs, honey and composite products, such as pizza.

For a detailed list of products required to display the 'Not for EU' labelling for Northern Ireland, please visit the [official government guidance](#).

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