Health and Identification Marks for Products of Animal Origin

Health and ID marks are the oval marks that must be applied to certain food products of animal origin (POAO) to confirm they have been produced in an approved establishment, inspected by the Isle of Man Government, and are fit for human consumption. They are required for the export of Products of Animal Origin (POAO).

After the UK leaves the EU the Isle of Man will not be entitled to use any abbreviation in the health and identification (ID) marks that imply membership of the EU, therefore changes will need to be made to the health and ID marks on POAO.

The aim has been to keep any change to the health and identification marks as simple as possible, minimise the impact on industry, and ensure continued recognition by consumers in the UK and EU.

Following discussions with the European Commission, and agreement with the UK, the final design for the new health and ID marks post-Brexit has been agreed.

_in the event of a ‘no-deal’ scenario these changes will need to be in place and new health and ID marks used from 31st October 2019._

1. Exporting POAO to the EU

For businesses who export POAO to the EU, the health and ID marks will have to carry either:
   a. the full country name in capital letters ‘ISLE OF MAN’, or
   b. the official two-digit ISO Code ‘IM’.

Businesses will have the choice of using either the IM abbreviation or the full name on the health and ID mark.

Your approval number will remain the same.

*Examples of Identification Marks*

a. ISLE OF MAN
   IOM 1234ABC

b. IM
   IOM 1234ABC

*Examples of Health Marks*
2. Exporting POAO to a Non-EU Country

For businesses who export POAO to a non-EU country, the revised IM abbreviation or the full name (as above) may be used. In addition, health and ID marks with the UK/IOM abbreviations (as below) may also be acceptable for exports to non-EU countries from the 31st October 2019.

Businesses will be updated on the outcomes of bilateral discussions on this matter between the UK and the authorities of non-EU countries, if necessary.

3. POAO placed on the IOM or UK markets

For POAO that will be placed on the IOM or UK domestic markets, food businesses may choose to apply either:

   a. The 'UK' abbreviation;
   b. the 'IM' abbreviation only; or
   c. the full name 'Isle of Man' on the ID mark.

Businesses may agree with DEFA which health mark is applied directly to certain POAO, this being the 'UK' abbreviation or the IM abbreviations, or full country name 'Isle of Man'.

Your approval number will again remain the same.

Examples of Identification Marks

Examples of Health Marks

4. Size and dimension of the health and identification marks
The size and dimensions have not changed.

The identification mark must be legible, indelible, and the characters easily decipherable. It must be clearly displayed for the competent authorities and contain the full country name ISLE OF MAN in capital letters, or IM or UK and IOM, depending upon which market the product is destined for, followed by the approval number of the establishment. There is no minimum or maximum size for the identification mark.

The health mark must be an oval mark at least 6.5 cm wide by 4.5 cm high bearing one of the following country identifiers, in perfectly legible characters: IM, UK and IOM or ISLE OF MAN, depending upon which market the product is destined for, followed by the approval number of the establishment.

Letters must be at least 0.8 cm high and figures at least 1 cm high. The dimensions and characters of the mark may be reduced for health marking of lamb, kids and piglets.

5. No deal planning

The UK Government is seeking to allow a transition period following the UK’s exit from the EU, however in a ‘no deal’ scenario, the revised form of the health and ID marks must be used from the 31st October 2019, when the UK ceases to be a Member State of the EU, for POAO that are exported to the EU.

For POAO placed on the UK domestic market the IOM is currently in discussions with the UK Government to agree “transitional arrangements” where IOM businesses can continue to use Health and ID marks currently applied to POAO for a period of time after the UK leaves the EU. This will enable businesses to utilise any existing packaging.

For products placed on the IOM domestic market, the Isle of Man Government will allow the continued use of the EC identification mark currently applied to POAO for 21 months after the UK leaves the EU. This period would start on the 31st October 2019 and finish on the 31 July 2021. This will again enable businesses to utilise any existing packaging. Further updates will be provided as soon as these arrangements are confirmed.