

Health and Identification Marks for Products of Animal Origin

Health and identification marks are the oval marks that must be applied to certain food products of animal origin (POAO) such as meat, fish, cheese and milk. The health and identification marks confirm that the products have been produced in an approved establishment, inspected by the Isle of Man Government, and are fit for human consumption.

The United Kingdom (UK) has left the European Union (EU) and, from 1st January 2021, the Isle of Man will not be entitled to use any abbreviation that implies membership of the EU, therefore changes will need to be made to the health and identification 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 and enforcement authorities further along the supply chain in either the UK or EU.

Trade negotiations between the UK and EU are ongoing. We have based the following guidance on information received to date, although this may be subject to change as the negotiations proceed.

For products placed on the EU market, new health and identification marks will need to be used from 1st January 2021. New marks should not be used before this date.

Products carrying the 'EC Mark' **will not** be eligible for export to the EU market.

1. Exporting POAO to the EU

For businesses who export POAO to the EU, the health and identification marks will have to carry either:

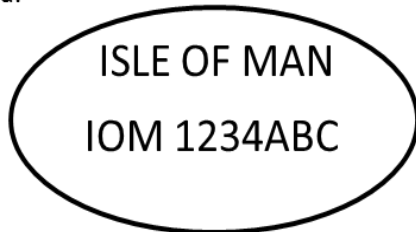
- a. the full country name in capital letters 'ISLE OF MAN', or
- b. the official two-digit ISO Code 'IM'.

Businesses will have the choice of using either the IM abbreviation or the full name (ISLE OF MAN) on the health and identification mark.

Your approval number will remain the same and includes IOM at the beginning.

Examples of Health and Identification Marks

a.



b.



2. Exporting POAO to a Non-EU Country

For businesses who export POAO to a non-EU country, the health and identification 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' (see examples above)

Businesses will have the choice of using either the IM abbreviation or the full name (ISLE OF MAN) on the health and identification mark.

Your approval number will remain the same and includes IOM at the beginning.

Businesses will be updated on the outcomes of bilateral trade discussions between the UK and the authorities of non-EU countries, in the future.

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 full country name in capital letters 'ISLE OF MAN', or
- b. the official two-digit ISO Code 'IM' (see examples above)

Businesses will have the choice of using either the IM abbreviation or the full name (ISLE OF MAN) on the health and identification mark.



DEPARTMENT OF ENVIRONMENT FOOD AND AGRICULTURE

Your approval number will remain the same and includes IOM at the beginning.

For products placed on the IOM and UK domestic market, the Isle of Man and UK Government will allow the continued use of the EC identification mark currently applied to POAO for 21 months from 1st January 2021. This will enable businesses to utilise any existing packaging.

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, 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 or ISLE OF MAN 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.