POSITIVE ID LABELS

GB FROM 19 AUGUST 2029

Meat names on plant-based food

"Meat" and 31 terms reserved for meat
Plant-based and cultivated products
Part-meat products
Sell-through until 19 Aug 2032

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WHAT'S INSIDE

19 AUG 2029
Reserved terms apply in GB

19 AUG 2032
Latest date for old stock

How to use this checklist

Under the UK-EU SPS agreement, Great Britain will follow Regulation (EU) 2026/1739, which reserves "meat" and 31 terms such as beef, chicken, bacon and steak for meat products. GB legislation has not been made yet, so watch Defra guidance as it develops.

Planning new label runs? Call Positive ID Labels for a fixed-price quote: **01332 864895** **sales@pid-labelling.co.uk**

Key compliance dates

DATE	REGULATION	REQUIREMENT
19 Aug 2029	**Reg (EU) 2026/1739 via SPS**	**"Meat" and 31 terms reserved for meat products in GB**
19 Aug 2032	Reg (EU) 2026/1739 via SPS	Latest date to sell products made before 19 Aug 2029

Check your products

Find every name that uses a reserved term.

■ NAMES

- [ ] **1. List products that use "meat" or one of the 31 terms**
  Beef, veal, pork, poultry, chicken, turkey, duck, goose, lamb, mutton, ovine, goat, drumstick, tenderloin, sirloin, flank, loin, ribs, shoulder, shank, chop, wing, breast, thigh, brisket, ribeye, T-bone, rump, bacon, steak, liver.

  CRITICAL

- [ ] **2. Include cell-cultivated and part-meat products**
  Meat products that replace a meat constituent with a non-meat one are caught too.

  URGENT

- [ ] **3. Note what is not reserved**
  "Burger" and "sausage" are not on the list, and fishery and aquaculture products are unaffected.

- [ ] **4. Take advice on borderline wording**
  It is not yet clear whether phrases like "chicken-style" or "beef flavour" are caught.

■ WHERE THE NAME APPEARS

- [ ] **5. Check outer cases and listings as well as packs**
  The terms are reserved at all stages of marketing.

Plan the change

There is time, so plan new names once rather than twice.

■ ARTWORK AND STOCK

- [ ] **6. Agree new product names**
  Check them against the reserved list before artwork starts.

- [ ] **7. Plan label stock to run down before 19 Aug 2029**
  Products made before then can be sold until stocks run out or 19 Aug 2032, whichever is first.

- [ ] **8. Watch for GB legislation and any UK derogations**
  Defra says it will discuss long-established names with trade associations.

NEXT STEPS

New names?

New labels, on time.

Labels printed in Melbourne, South Derbyshire, at a fixed price.

Changing a recipe or a product name ahead of a deadline? Short digital runs let you switch labels without a store room full of old stock.

We quote a fixed price. The price we quote is the price you pay.

We print the content you approve. Check label wording with your own adviser, Trading Standards or the relevant regulator.

CALL
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SCAN TO READ THE FULL GUIDE

pid-labelling.co.uk/plant-based-meat-names-labels/