

## **Beef Labelling Guide – Amendment: 23. Can I use the term Rosé veal?**

### **Rosé Veal/Rosé Beef**

At the time of the publication of the Beef Labelling Guide, there was a categorical refusal to permit the labelling of beef from bovines aged 12 months or less using the term Rosé and paragraph 23 of the guide supported this ruling. This has now changed.

Applications for use of the term 'Rosé' will now be considered under the Approved (Voluntary) Beef Labelling Scheme. As with other voluntary claims, may I advise you that claims for Rosé should not be made on your labelling unless approval has been sought and agreed by RPA, followed by independent verification. Should you wish to proceed with an application, please register your interest to the Approved Beef Labelling mailbox at [Approvedbeeflabelling.Carlisle@rpa.gsi.gov.uk](mailto:Approvedbeeflabelling.Carlisle@rpa.gsi.gov.uk)