



3rd March 2023

Trader Notice 04/2023

Re: Labelling and advertising of milk replacer for calves

To: Manufacturers of compound feed for sale
Irish Grain and Feed Association

As calving season is underway, the Feedingstuffs, Fertiliser, Grain and Poultry Division (FFGPD) and the Animal Welfare Division of the Department of Agriculture, Food and Marine (DAFM) would like to remind manufacturers of their obligations as regards the labelling and advertising of milk replacer that they are the responsible persons for.

- In accordance with Annex I, point 12 of Directive 2008/119/EC laying down the minimum standard for protection of calves, all calves (bovines up to 6 months of age) must be fed at least twice per day. For calves up to 28 days this means they need to be fed a minimum two liquid milk feeds per day in order to meet their nutritional and welfare needs. For calves over 28 days, it is necessary for those responsible for their care to decide whether the quantity and quality of solid feed (i.e., compound feed and roughage) being consumed by the calf is sufficient to constitute a second feed in the context of the health and welfare of calves.
- All milk replacer labels must include clear feeding instructions in accordance with Article 17 1(b) and point 4 of Annex II of Regulation (EC) No 767/2009.
- These labels must clearly state that calves up to 28 days of age must be fed at least two liquid milk feeds per day.
- In accordance with Article 13 of Regulation (EC) No 767/2009, all claims being made about milk replacers must be objective, verifiable by DAFM and understandable by farmers. Furthermore, all claims must be scientifically substantiated either by reference to publicly available scientific evidence or through documented company research.
- All advertising material, including information on the internet, for all milk replacers must be amended to reflect the above points.

A copy of Directive 2008/119/EC is enclosed for your information.

Further information on calf feeding and weaning can be found at:

- [CalfCare-Early-Nutrition-and-Weaning-2021.pdf \(animalhealthireland.ie\)](#)
- [Calf Welfare Guidelines FAWAC.pdf](#)

If you have any queries regarding this Trader Notice, please email feedenquiries@agriculture.gov.ie

Issued by: Feedingstuffs, Fertiliser, Grain and Poultry Division and Animal Welfare Division, DAFM