**Letter template – Mandatory MOP labelling**

Dear [MP’s Name],

I am writing as a constituent [and local business] directly involved in higher-welfare farming to ask for your support in urging the Government to introduce mandatory Method of Production (MOP) labelling for animal products in the UK.

This issue is increasingly important for both consumers and producers. In May 2024, Defra consulted on a proposed tiered labelling system that would show how farm animals are reared – from minimum legal standards through to higher-welfare and organic systems. The aim was to provide clear, consistent labelling so that consumers can make informed choices, and farmers who invest in higher standards are fairly recognised and rewarded in the market.

MOP labelling proposals received strong public and stakeholder backing, as demonstrated by the Government’s own [summary of responses to the public consultation on fairer food labelling](https://www.gov.uk/government/consultations/fairer-food-labelling/outcome/summary-of-responses-and-government-response). However, despite this clear support, the Government has not yet acted.

Currently, producers who uphold higher welfare standards are at a disadvantage. They invest in better conditions for their animals, but without a clear, compulsory label, it’s hard for shoppers to tell the difference – and easy for others to market lower welfare products under misleading terms.

Mandatory MOP labelling would help address this by introducing a transparent, tiered system that reflects real differences in production. Defra’s own proposals were well-evidenced, and their impact assessment showed the financial benefits of the scheme far exceed the costs of introducing it. The scheme would benefit the UK economy by £139.9 million every decade, estimated using a quantified net present social value. The assessment also shows an estimated ongoing indirect benefit to farmers of +£46.56 million per year in annual profit change.

As your constituent, I would be grateful if you could raise this matter in Parliament and with the Minister of State at Defra. I urge you to call on the Government to act on its consultation findings and introduce mandatory MOP labelling without further delay.

This scheme would help level the playing field for UK farmers, build trust with consumers, and ensure our food labelling is honest and meaningful.

Thank you for your time and attention. Please do get in touch if you would like to discuss this further – I would be happy to share more about how this affects me and others in the sector.

Yours sincerely,

[Name / Company / Organisation]

[Constituency Address or Postcode]