
STATUTORY INSTRUMENTS

1987 No. 904

The Artificial Insemination of Cattle (Advertising Controls etc.) (Great Britain) Regulations 1987

Title and commencement

These Regulations may be cited as the Artificial Insemination of Cattle (Advertising Controls etc.) (Great Britain) Regulations 1987 and shall come into force on 30th June 1987.

Interpretation

2.—(1) In these Regulations, unless the context otherwise requires —

“advertisement” includes every form of advertising to the public, whether in a publication, or by the display of any notice, or by means of any catalogue, price list, letter (whether circular or addressed to a particular person) or other document, or by words inscribed on any article, or by the exhibition of a photographic or a cinematograph film, or by way of sound recording, sound broadcasting or television, or in any other way;

“the Animal Health (England and Wales) Regulations” means the Artificial Insemination of Cattle (Animal Health) (England and Wales) Regulations 1985(1);

“the Animal Health (Scotland) Regulations” means the Artificial Insemination of Cattle (Animal Health) (Scotland) Regulations 1985(2);

“dairy breed” means any of the Ayrshire, British Friesian (including Red and White Friesian and Poll Friesian), British Holstein, Jersey or Guernsey breeds or Dairy Shorthorn types of cattle;

“Improved Contemporary Comparison” means predicted transmitting ability for production for bulls of dairy breeds published from time to time jointly by the Milk Marketing Board and the Scottish Milk Marketing Board;

“licensed artificial insemination organisation or centre” means an organisation or centre authorised for the time being to process, store or supply semen by virtue of a licence issued under the Animal Health (England and Wales) Regulations or under the Animal Health (Scotland) Regulations.

(2) Any reference in these Regulations to a numbered regulation or Schedule shall be construed as a reference to the regulation or Schedule bearing that number in these Regulations.

Advertisement of semen from a bull of a dairy breed

3.—(1) Subject to paragraphs (2) and (3) below, no person shall cause an advertisement relating to any semen from a bull of a dairy breed to be issued unless that advertisement includes —

(a) a statement of the breed and name of the bull from which that semen was taken and the herd book number;

(1) S.I.1985/1861.
(2) S.I. 1985/1857.

- (b) where an Improved Contemporary Comparison has been published for the bull, all the latest information available relating to the matters specified in paragraph 1 of Schedule 1 and a statement that such information is based on progeny testing;
- (c) where an Improved Contemporary Comparison has not been published for the bull —
 - (i) all the latest information available relating to the matters specified in paragraph 2 of Schedule 1 and a statement that such information is based on progeny testing or, as the case may be, sibling testing of the bull and its parents, and
 - (ii) where the bull was produced under a multiple ovulation and embryo transfer scheme and is being, or has been, sibling tested, all the latest information available relating to the matters specified in paragraph 3 of Schedule 1 and a statement that such information is based on sibling testing; and
- (d) all the latest information available relating to any other matters as the appropriate Minister may from time to time require in writing.

(2) Where any information required under paragraph (1)(b) or (1)(c) above is not obtainable in Great Britain in relation to semen from an imported bull of a dairy breed or semen from a bull of a dairy breed in a country other than Great Britain at the time of semen collection, corresponding information from the country of origin shall be given, expressed in terms, so far as is practicable, comparable to the information required under paragraph (1)(b) or (1)(c) above.

(3) Where in relation to any semen any information required under paragraph (1) or (2) above cannot be obtained after reasonable enquiry, a statement to that effect, specifying the information which cannot be so obtained, shall be made in the advertisement.

Form of statements, etc.

4. Any statement or information to be provided under regulation 3 shall be given in a clear manner, and where it is printed it shall be legible, and that which is unfavourable shall be given equal prominence to that which is favourable.

False information

5. No person shall furnish any information under regulation 3 which he knows to be false or does not believe to be true.

Amendment of the Animal Health (England and Wales) Regulations

6. The Animal Health (England and Wales) Regulations shall be amended in accordance with Schedule 2.

Amendment of the Animal Health (Scotland) Regulations

7. The Animal Health (Scotland) Regulations shall be amended in accordance with Schedule 3.

Revocation

8. The Artificial Insemination of Cattle (Livestock Quality) (England and Wales) Regulations 1985(3) and the Artificial Insemination of Cattle (Livestock Quality) (Scotland) Regulations 1985(4) are revoked.

(3) S.I. 1985/1862.

(4) S.I. 1985/1858.

In Witness whereof the Official Seal of the Minister of Agriculture, Fisheries and Food is hereunto affixed on 13th May 1987.

L.S.

Michael Jopling
Minister of Agriculture, Fisheries and Food

13th May 1987

John J. MacKay
Parliamentary Under-Secretary of State, Scottish
Office

13th May 1987

Nicholas Edwards
Secretary of State for Wales