

Submission Consumer Information Standards (Origin of Food) Regulations 2019:

Submission from Cogel Enterprises Trading as Frank's Sausages (Paeroa)

Directors Sheryn Cook and Frank Nagel.

We support New Zealand Pork industry board in the suggested updating of the Origin of Food Regulations 2019 to close the loopholes so processed pork products all require country of origin of the pork to be disclosed.

We support their suggested wording as follows - that *cured pork include processed pork product that contains or is made of at least 30% pork flesh, cooked or uncooked; and (a) is represented for **sale as ham or bacon**; or (b) contains ingredients for the purposes of preservation, flavouring, moisture enhancement, tenderising, yield extension or reforming; or (c) is represented for sale as a sausage.*

We are a small New Zealand Sausage company that started in the laundry in Matamata 10 years ago. We now operate a factory in Paeroa that employs 7 local staff and supply a range of New Zealand retailers and foodservice organisations as well as meal delivery companies (i.e. My Food Bag)

We are a 100% Sausage making company - we do not make any other type of small good, so ALL the meat that is purchased by Frank's Sausages is converted into Sausages.

We only use Free Range meats that are produced in New Zealand and we believe that our popularity is partly driven by the fact that consumers seek out and are looking for Sausages that are made from 100% New Zealand meat. We proudly use New Zealand meat, because we believe that we are supporting New Zealand farmers and therefore the New Zealand economy and we think that imported cheap meat lacks traceability and the potential for unethical farming practices to NOT be disclosed is significant. We also believe that supporting the importation of imported meat is supporting an unsustainable practice.

Local pork producers cannot compete against the onslaught of imported product from overseas farms that may employ gestation crates and use antibiotics to treat a wide range of diseases not present in the New Zealand pig herd to gain competitive advantage and achieve lower cost. And nor should they be forced to try.

We are not alone; these are significant issues and the educated consumer wants to know and deserves to know where their meat is coming from.

Sausages are **NOT** in the too hard basket – they need to be defined and included in the regulations. Because we use High quality New Zealand originated meat, our Sausages are expensive to make, and we therefore need to be sitting on a supermarket shelf at a price that reflects the increased costs. Our competitors can sit on the shelf next to us at a slightly lower price point, with massive profit margins without having to declare where their meat is coming from. This puts our small NZ company at a significant disadvantage competitively. We don't think this is fair, given we are passionate and doing our best as small business operators to support the New Zealand economy on so many different levels We therefore support the Pork Industry proposed working to include Sausages in the new regulations.

I can be contacted for comment

Sheryn Cook

Frank's Sausages (Director)