



Auckland, 10th February 2020

Re: Exposure draft consultation - Consumer Information Standards (Origin of Food) Regulations 2019

This is a submission from Neat Meat.

We are a company based in Mt Wellington, Auckland. We employ 75 people and we are focused on manufacturing and serving New Zealand meat to consumers through Supermarkets and Foodservice. More info about Neat Meat: <https://www.neatmeat.com/>

We have our own brands Harmony and Taupo that represent our commitment with the New Zealand meat industry by offering product from New Zealand only as one of the main values of our brands: Sustainability and Origin. More info about Harmony: <https://www.harmony.co.nz/>

In that sense, we are pleased with the initiative of enforcing manufacturers to label with the country of origin. However, we are concerned about the short description for cured pork as initially drafted. Indeed, we believe that a broader definition is required and to that extend, we are aligned with NZ Pork's recommendation as per below:

Our suggestion is along the lines:

A processed pork product that –

- (i) Contains pork flesh that is least 30% of the product's weight; and
- (ii) Is represented for sale as ham or bacon; or

A processed pork product that –

- (i) Contains pork flesh that is least 30% of the product's weight; and
- (ii) Contains ingredients for the purposes of preservation, flavouring, moisture enhancement, tenderising, yield extension or reforming; or

A processed pork product that –

- (i) Contains pork flesh that is least 30% of the product's weight; and
- (ii) Is represented for sale as a sausage.

This is wider than a narrow technical definition of cured. But we think it needs to be, to cover the range of products imported pork can be used in – including marinated, injected, moisture enhanced pork products and sausages.

Also, we believe it is important that the regulations make clear that the country of origin of pork is not overshadowed by the country of manufacturer leading to misunderstandings by the consumer, that will perceive it as the same thing, when is not.

We hope that our submission is taken into consideration and that the right of the consumers to truly understand the real origin of the food (that is pork) they are eating. This will provide consumers with the information they require and will support New Zealand farmers and the excellence of our meat.

Simon Eriksen
CEO Neat Meat