

9 February 2020

Competition and Consumer Policy
Ministry of Business, Innovation & Employment
PO Box 1473
Wellington 6140

Submission on the Consumer Information Standards (Origin of Food) Regulations 2019

Greetings.

I submit that the regulations do not go far enough to clearly identify ALL food sold within New Zealand.

I propose that exclusions as to country of origin be removed in total. Country of Origin Labelling (COOL) should apply to all fresh, frozen, canned and packaged foodstuffs and meats.

I disagree with the exclusion of audio-only advertised food not needing to be decalred as to origin.

Food sourced from multiple sources should be clearly labelled as coming from multiple countries, not just "packaged" or "processed" in New Zealand.

Pork meat, whether processed, frozen or fresh, should be clearly labelled as to country of origin of the pork, including products containing a mix of NZ and overseas pork.

Please include more than simply "cured pork" in the COOL regulations. I need to know exactly where my purchase of pork products was sourced, where it was grown, not simply cured pork.

Refridgerated meat should not be excluded by claiming minimal processing. Tell me where it was sourced.

Forget the percentages included in the proposed/current regulations. I want to know where every part or percentage of my purchase originated. If it was multiple sources, then label it as such.

I support the legislation, and encourage Government to refuse to submit to the Food and Grocery Council lobbying to exclude any food and meat products from labelling regulations, such as making the regulations voluntary. We have observed that "voluntary" actions done by business in NZ and elsewhere will only be done where it benefits their revenue and not when the health and welfare of New Zealanders is concerned. Sugary beverages is an example of FGC obfuscation.

I submit that there will be little if any additional costs to New Zealand manufacturers and producers. Most already label their products as proudly made in NZ, fruit has been labelled as not only from NZ but has the orchard's origin identifier as well.

If fresh milk and other so-called fresh products contain more than fresh milk or fresh anything, then that should be clearly stated. If additives have been introduced to the product, then I want to know what the additives are and their country of origin.

I submit that NZ producers and manufacturers could use our reputation as being "clean and green" (even if we are not always) to promote their products in overseas markets where consumers want to know the origin of their food just as we do. I see that as positive for overseas trade for our producers, nothing negative inless we start adding melamine or other dodgy things to our products.

I see nothing negative in bringing in enhancing the legislation and its regulations in line with my submission.

Yours sincerely,

Peter James Patterson