

CoOL

Dear Sir/Madam,

I am writing in regard to the current CoOL bill going through its final stages to be passed into law.

As a local business owner supplying the NZ pig industry with equipment used in the day to day running of NZ pig farms, I am concerned that a number of imported pork products will not be covered by CoOL labelling.

Consumers should be able to look at a product and easily identify where it comes from, to not have a consistent system in place is very confusing to say the least to the point that consumers lose confidence in any labelling once they get home and read the fine print.

To leave out products like marinated pork which often sits in the chiller cabinet beside bacon and ham does not make sense, it also opens up the doors for companies selling these products to use descriptions that are somewhat dubious.

Already in NZ, there are companies that push the boundaries in labelling and descriptions of their pork products, why not make it simple for the consumer, if it's main constituent is pork based then it needs to be labelled where it is from, simple.

NZ has some of the highest animal welfare standards in the world when it comes to pig farming, the public have a right to know how and where their pork is raised and NZ pig farmers should be allowed to compete on a level playing field.

Consumers have the right to choose what product to buy but this can only be done through clear and concise labelling with no ambiguity. Products hiding behind loopholes in the labelling law have no place in NZ.

Kind regards,

Warwick Wragg.