

From: Ash Robinson <ash@dollarmixbag.com>
Sent: Friday, 7 February 2020 1:28 PM
To: Consumer Policy
Subject: Please close the Country of Origin loopholes for imported pork (and all other animal products)

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Hello,

It seems profoundly unfair that here in NZ we place (rightfully) multiple regulations upon our local pork producers, in terms of environmental impact of their farming, animal welfare standards, and labour/working conditions, and then allow imported pork (even if 'locally processed' or containing some 'local ingredients') to be sold right next to locally grown pork, without any requirement to clearly display country of origin. Many pork and other food products take advantage of this with tricky and confusing packaging that gives a first-glance impression that the product is locally grown.

As a consumer who places a great deal of weight on food miles, animal welfare standards, labour/working conditions, and environmental impact, but without the time or energy to analyse and do external research on every single thing I buy, I want to be able to quickly and easily tell the difference between a pork product in which the key ingredient, (the pig) was grown here in NZ, versus being grown anywhere else.

No matter the percentage of the product that is pork, (or any other animal), the key ingredient (even if not the main ingredient) is very clearly the animal product, and I hope the regulation around origin of food labeling will reflect this.

Please require any product that contains any percentage of meat or other key animal ingredient, to state clearly and prominently upon the packing, the country in which the animal was raised.

Regards,
Ash Robinson

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