

Country of Origin Labelling Submission from Chris Bristol

1. Why clear country of origin information around imported pork is important to me

This submission is based on my desires as a consumer.

[REDACTED]

2. What I want to see happen

I would like to see a wider definition of cured pork included in the regulations.

I believe that the following should be included.

- (a) 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

- (b) 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

- (c) 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.

The definition we are proposing means that sausages with a substantial content of pork are easily incorporated.

3. My reasoning

NZ as a producer of fine purveyor of quality food. NZ is establishing itself as a global food producer of quality meat, wine and seafood.

NZ's tourism sector is on board with marketing NZ as a premier food destination. Meat exporters are investing large portions of their marketing budgets to showcase NZ to international chefs every year.

So, when we have tourists visit our country, they want to eat locally produced food. If we don't have clearly labelled product as to what is produced in NZ, visitors will not be able to know what they are eating is not from here. This also does not allow NZ to develop and sustain our point of difference and build a reputation for a food experience.

As a consumer: The draft regulations on how product should label I don't believe will allow me to purchase a pork product with the certainty of where the pork has come from especially when it may have been further processed.

As NZ is a producer of quality meat from all sectors, I would expect that any meat product imported would be clearly labelled as to its origins. I believe that this is what the aim of the legislation was to achieve.

I believe that the draft regulations have only gone halfway in addressing the issue and it needs amending to include a broader definition. It needs to cover a wider range of products that may be marinated, flavoured or had some other additive made to it.

Again, as a consumer, I want to know where my food has come from. A lot of the imported pork has not been ethically raised and certainly can't match our farmers animal welfare and health standards.

I believe that you need to include cured pork as a special category is because pork is very different from other meats given that over 60% is imported and as a consumer, I want to know this information when purchasing meat.

I would suggest to you that should this regulation not be changed that this loophole will provide manufacturers with the opportunity to mislead me and you as a consumer.