

**Food Labelling Review  
Manufacturers and Retailers Forum  
Level 1, Duxton Hotel, Wellington  
Wednesday, 25 March 2010, 10.00 am**

*The views expressed in this document are the consultation attendees and not necessarily those of the Food Labelling Review Committee. The Committee will not be legally responsible for any statement made in this document.*

Committee member attendees:

Dr Neal Blewett  
Dr Chris Reynolds  
Professor Simone Pettigrew  
Associate Professor Heather Yeatman  
Mr Nick Goddard

Attendees from the Manufacturers and Retailers Forum are listed in the attachment.

**PART 1: CONTEXT**

**Consultation Paper / Format / Focus of Review**

**Matters for Review / Terms of Reference General and Specific / Tensions in the Terms of Review**

Comments from attendees included:

- A large amount of time and effort has been spent by members of the Food & Grocery Council in getting the labelling right and adhering to high standards. The Food & Grocery Council is very keen to see a greater level of enforcement to ensure consistency across the food industry.
- Concerns were expressed that there is insufficient resource to deal with the issues surrounding food labelling. Where there have been breaches of regulations, there is concern that decisions to intervene have not been given high priority.
- Is there any great demand for labelling to be enforced where product is packaged in the presence of the customer?

## **PART 3: KEY ROLES OF FOOD LABELLING**

### **Concerns Driving Labelling / Health Safety / Health Promotion and Prevention / Consumer Information**

#### Comments from attendees included:

- Has there been any thinking done around the provision of point of sale nutritional information?
- Is the Committee aware of an existing application to review alcohol labelling to include health implications? Why is the panel duplicating this work?
- Ministry of Consumer Affairs has in place a voluntary code of practice with regard to Country of Origin labelling.
- Retailers Association considers that the most effective self-regulating food labelling system in place in New Zealand is that utilised by the New Zealand Juice and Beverage Association.
- Country of Origin labelling, as it pertains to multi-ingredient foods, is extremely difficult to implement and monitor.
- Will the recommendations of the panel be supported by a cost benefit analysis?
- Strong support for Country of Origin labelling within the alcohol industry.
- Why not put the Country of Origin of products on the internet? For example, in the production of bread, there is one dominant ingredient plus a variety of imported components. Perhaps too much information to be included on a label.
- Contact information is required to be included on labels. Consumer information call centres can provide answers to customer queries.
- GS1 should be encouraged to make a submission with regard to the provision of barcode information.
- Food and Grocery Council would be opposed to a system of Country of Origin labelling if there was a recommendation to use “major ingredients” as criteria. Many manufacturers would no longer be able to promote their products as “Made in New Zealand”.

- Traffic light labelling is not considered effective as it is too simplistic and does not take into account wider implications.
- Ministry of Consumer Affairs is conducting a “One Rule, One Law” review to examine whether integration is possible between Consumer Guarantees Act and Fair Trading Act. Panel should be aware of this.
- An industry question regarding genetically modified food is: What law should take precedence – fair trading or food standards?
- A Law Commission review of liquor laws is currently being conducted, the findings of which are due to be presented to the Ministry of Justice at the end of March 2010.
- Will the panel be examining what is understood with regard to information being included on labelling?

#### **PART 5: ADMINISTERING AND ENFORCING FOOD LABELLING STANDARDS**

##### Comments from attendees included:

- Refer to Q39 of Consultation paper (re AQIS): Why is the Review getting into that territory?
- Concerns were expressed that there is insufficient resource to deal with the issues surrounding food labelling. Where there have been breaches of regulations, there is concern that decisions to intervene have not been given high priority.

## Attachment

<b>Name</b>	<b>Company</b>
Barry Hellberg	NZ Retailers Association
Mark Bell	Progressive Enterprises Ltd
Andrea McDonald	The New Zealand Ice Cream Manufacturers Association (Inc)
Sue Pollard	NZ Nutrition Foundation
Wendy Dodunski	NZ Dietetic Association
Valerie Wong	George Weston Foods Ltd
Roger Hall	Fonterra
Dean Stockwell	FSANZ
Jonathan Walker	Hamilton & Cambridge Farmers Markets Trust
Bruce Robertson	Hospitality Association of NZ
Katherine Rich	The New Zealand Food & Grocery Council (Inc)
Beverley Cumming	Goodman Fielder NZ Ltd
Dave Munro	National Heart Foundation
Cathy McArdle	NZ Institute of Food Science & Technology Inc
Stephen Leatherland	Fonterra
Observers: NZFSA	Howard Staverley
	Felicity Lawlor
	Janet Goodman
	Philippa Hawthorne
	Trish Ranstead
	Margaret Brooker
	Cathy Corbett