



29 August 2011

Project Officer Proposal P1011  
Food Standards Australia New Zealand  
PO Box 10559  
The Terrace  
WELLINGTON 6036

FS350-118-1011

Dear Sir/Madam

## **Proposal P1011 – Country of Origin Labelling – Unpackaged Meat Products - Assessment Report**

Thank you for the opportunity to comment on this proposal. The Ministry of Agriculture and Forestry (MAF) has the following comments to make.

### *General comments*

In 2005 New Zealand opted out of the Standard mandating Country of Origin Labelling (Standard 1.2.11 'Country of Origin Labelling Requirements'), under the provisions of Annex D of the Agreement Between the Government of Australia and the Government of New Zealand Concerning a Joint Food Standards System (the Food Treaty), on third country trade grounds.

As Standard 1.2.11 applies to Australia only, the changes to the Standard proposed under P1011 will not apply in New Zealand.

The policy of successive New Zealand governments has been to support voluntary country of origin labelling in preference to mandatory requirements. It is important that where country of origin labelling is used, it is accurate and does not mislead consumers.

### *Removal of the editorial note*

MAF has no objections to the removal of the editorial note from the Standard. MAF considers that it would be appropriate to include the information contained in the editorial note in a user guide.

Yours sincerely

Jenny Reid  
**Manager Food Safety**



**Ministry of Agriculture and Forestry**  
Te Manatū Ahuwhenua, Ngāherehere  
Pastoral House, 25 The Terrace, PO Box 2526, Wellington, 6140, New Zealand  
Telephone: 0800 00 83 33, Web: [www.maf.govt.nz](http://www.maf.govt.nz)

