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Competition and Consumer Policy  
Building, Resources and Markets  
Ministry of Business, Innovation and Employment  
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Wellington 6140

By email: [consumer@mbie.govt.nz](mailto:consumer@mbie.govt.nz)

**SUBMISSION on  
Consumer Information Standard to implement the Consumers' Right to Know  
(Country of Origin of Food) Act 2018**

**1. Introduction**

Thank you for the opportunity to make a submission on the consumer information standard to implement the Consumers' Right to Know (Country of Origin of Food) Act. This submission is from Consumer NZ, New Zealand's leading consumer organisation. It has an acknowledged and respected reputation for independence and fairness as a provider of impartial and comprehensive consumer information and advice.

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**2. Comments**

In general, we support the proposals set out in the consultation paper.

However, we do not support the option of allowing statements about subnational regions as an alternative to naming the country of origin. For the sake of consistency and clarity, we consider suppliers should be required to state the country of origin in all cases. We have no objection to suppliers also specifying the subnational region if they choose to do so.

We support the proposed meaning of "grown" set out on page 13 of the consultation paper. However, we are concerned this definition will continue to allow mushrooms grown on imported Chinese growing "logs" to be labelled as "New Zealand grown". We think this is misleading.

In our view, mushrooms that are harvested just a few weeks after arrival of the logs into the country, should not be able to be described as New Zealand grown.

Thank you for the opportunity to make a submission on the consumer information standard.  
If you require any further information, please do not hesitate to contact me.

Yours sincerely

Aneleise Gawn  
Consumer Advocate