

# SAFEGUARDS

## CONSUMER GOODS AND RETAIL

FOOD

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## NEW ZEALAND STANDARD FOR LABELLING OF EXPORT INFANT FORMULA

New Zealand's Ministry of Primary Industries (MPI) has issued a new standard to clarify the labelling requirements for exports of infant formula, to all destinations excluding Australia. Exporters will have 18 months to fully comply with this standard and will continue to be expected to meet the requirements of the importing country. The new standard does not apply to infant formula intended for the New Zealand or Australian markets and those products are to comply with the Australia New Zealand Food Standards code.

On 18 December 2014, the MPI issued the Animal Products (Labelling Requirements for Exports of Dairy Based Infant Formula Products and Formulated Supplementary Foods for Young Children) Notice 2014.<sup>1</sup> It is the first of a set of technical regulatory changes that will be introduced progressively over the next six months to further strengthen the assurance system for exports of infant formula products.

### Labelling of Export Infant Formula<sup>2</sup>

The new standard clarifies the information that must be on labels of infant formula intended for export, and information or representations that are restricted or prohibited on these products.

Information and images now prohibited from use on infant formula product labels include:

- Health claims, unless expressly permitted by the importing country
- Pictures of infants
- Any statement that could imply infant formula is superior to breast milk
- Any logo or emblem of a New Zealand government department or agency

In addition, labels cannot use the words "Humanised" and "Maternalised".



<sup>1</sup> [MPI Labelling Requirements](#)

<sup>2</sup> [Labelling of Export Infant Formula](#)

Clarification is also included of the criteria for the use of the words "Made in New Zealand" on exported infant formula:

| CLAIMS   | CRITERIA  |
|--|---|
| Product of New Zealand<br>Product of New Zealand | <p>The ingredients used in the product to meet the essential compositional requirements for infant formula, follow-on formula or formulated supplementary foods for young children as set out in the Australia New Zealand Food Standards Code or any relevant Section 60B notice issued under the Animal Products Act 1999 must be produced in New Zealand; and</p> <p>All or virtually all processes involved in the product's manufacture (whether through a wet, combined or dry-mix process) must be carried out in New Zealand; and</p> <p>All packaging of the product must be carried out in New Zealand.</p> |
| Made in New Zealand                              | <p>The product must be manufactured in a wet-mix process in New Zealand, or a combined process in which both the wet and dry processing components are carried out in New Zealand; and</p> <p>The final blending and packaging of the product must be carried out in New Zealand</p>  |

The new labelling requirements are listed in full below. Further guidance on all these points is available from the [New Zealand Government's website](#).

| INFORMATION REQUIRED ON LABELS  | INFORMATION PROHIBITED ON LABELS  | INFORMATION THAT CAN BE INCLUDED ON LABELS  |
|---|---|---|
| <ul style="list-style-type: none"> <li>Name or description of the food sufficient to indicate the true nature of the food, or the name of the food as used in the importing country or market</li> <li>Protein source</li> <li>List of ingredients</li> <li>A warning statement or declaration of the foods and ingredients known to cause hypersensitivity (e.g. allergens) if required by the importing country or market</li> <li>Declaration of nutritive value (e.g. nutrition information labelling) in a format required by the importing country or market</li> <li>Date marking information</li> <li>Storage directions and instructions for use</li> <li>Statement of safe preparation and storage once made up</li> <li>Net weight of the product</li> <li>Name and business address of supplier</li> <li>Lot identification</li> <li>Manufacturing premises identification</li> <li>Statement regarding the importance of breast feeding</li> <li>Statement on suitability</li> </ul> | <ul style="list-style-type: none"> <li>Idealisation of infant formula</li> <li>Government emblems and logos</li> <li>Health claims on infant formula suitable for infants from birth</li> </ul> | <ul style="list-style-type: none"> <li>Health claims and nutrition claims</li> <li>New Zealand origin claims</li> </ul> |

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