

Ministry for Primary Industries
Manatū Ahu Matua



New Zealand Government's Regulation over Infant Formula Manufacture

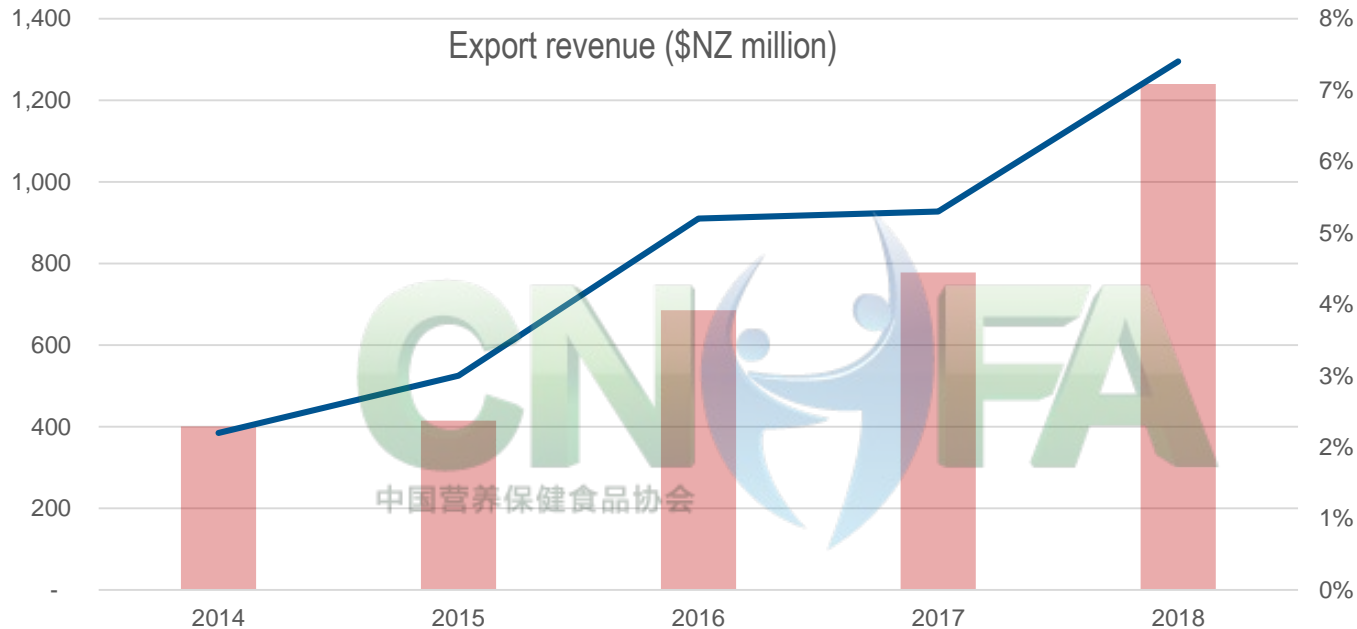
中国营养保健食品协会

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INDUSTRY CHANGES OVER PAST FOUR YEARS

- 95% of New Zealand's milk production is exported
- But our share of world production is 3%
- Industry is moving from producing bulk commodities to producing high added value nutritional products such as infant formula - in New Zealand and in partnership with overseas manufacturers
- Increasing numbers of new manufacturers and exporters

INDUSTRY CHANGES OVER PAST FOUR YEARS

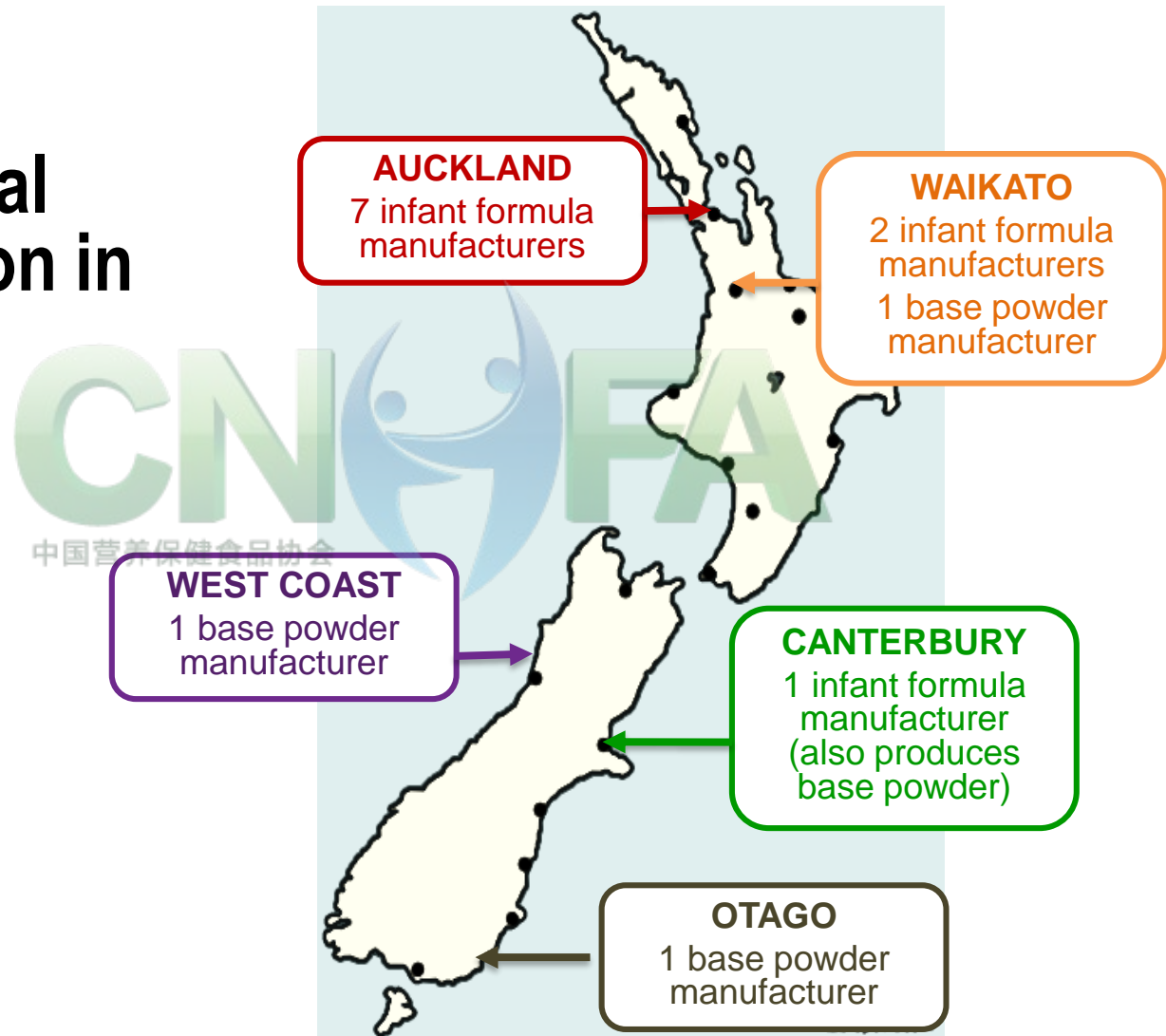


Infant formula revenue

Percentage of total dairy export revenue

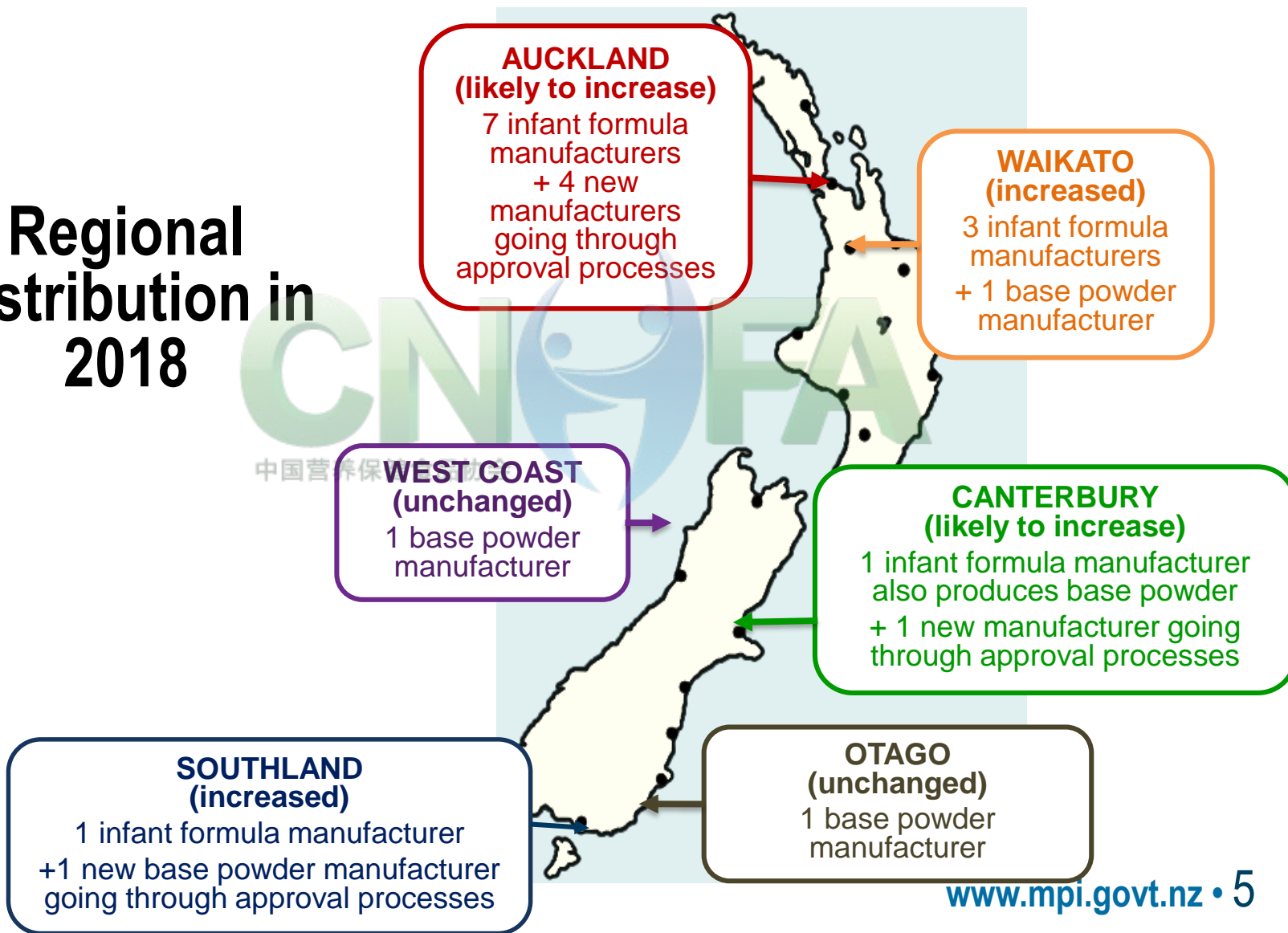
MANUFACTURERS OF INFANT FORMULA INTENDED FOR EXPORT TO CHINA

Regional Distribution in 2014



MANUFACTURERS OF INFANT FORMULA INTENDED FOR EXPORT TO CHINA

Regional Distribution in 2018



REGULATORY CHANGES OVER PAST FOUR YEARS

- The Ministry for Primary Industries (MPI) provides the regulatory environment for -
 - Safety and suitably
 - Meeting importing country requirements
- In a way that supports facilitation of trade and commerce
- In the past 4 years, has undertaken a number of key regulatory changes



FOOD SYSTEM- KEY DRIVERS

食品系统——关键驱动因素

- Consistent adherence to rules-based trading under the World Trade Organisation
- 一贯坚持世界贸易组织下基于法规的贸易
 - CODEX Principles, Standards and Guidelines
 - 食品法典原则、标准和指南
- Partnering with Industry
- 与工业携手合作
- Risk-based science based approach
- 基于风险和科学的方法
- Food business operators take responsibility for producing safe food
- 食品行业经营者负责生产安全的食品

FOOD SYSTEM- KEY DRIVERS

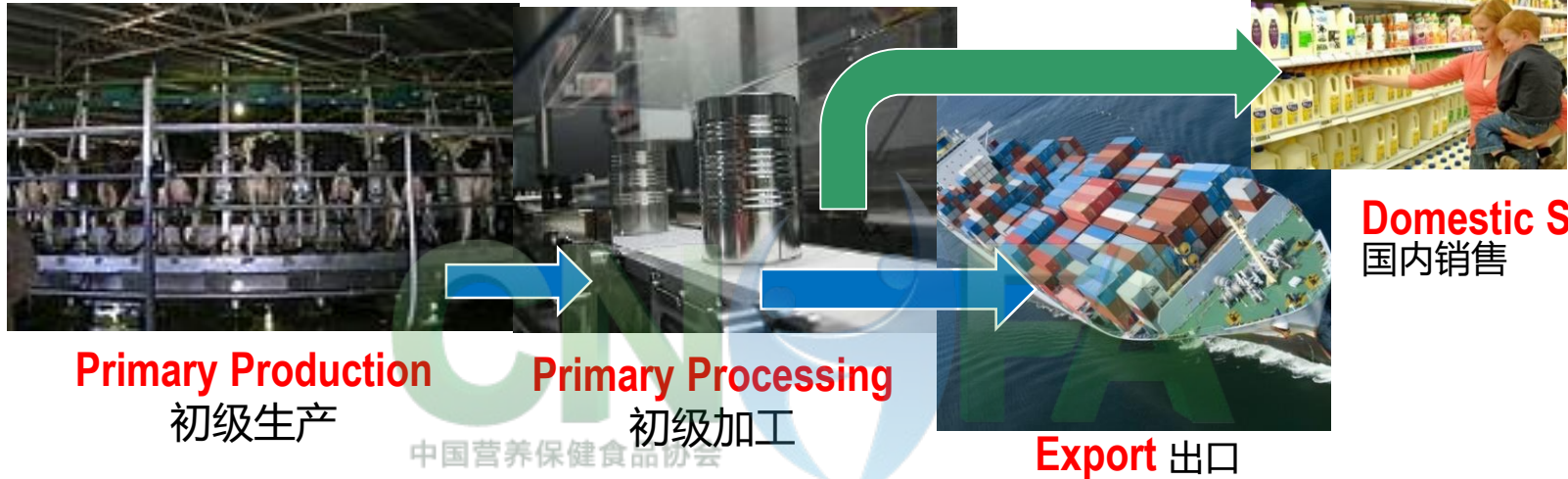
食品系统——关键驱动因素

- Value of reputation 声誉的价值
 - Robust regulatory and assurance systems
 - 高效的监管和保障体系
 - Consistent delivery of safe and suitable products
 - 始终如一地提供安全而适合的产品
 - A credible trading partner
 - 可靠的贸易伙伴
- All food manufactured in New Zealand MUST meet:
- 所有新西兰生产的食品必须达到:
- New Zealand standards 新西兰标准
- Export requirements 出口要求
- Importing country requirements 进入国家要求

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DAIRY LEGISLATION 乳制品立法

Food Act 2014 / 食品法2014



Animal Products Act 1999 / 动物产品法1999

Biosecurity Act 1993
生物安全法1993

**Agricultural
Compounds and
Veterinary Medicines
Act 1997**
农业化合物和兽药法1997

New Zealand's dairy legislation applies to the manufacture of infant formula, with the main legislation being the **Animal Products Act 1999** which applies from farm to export

SUPPLY CHAIN INTEGRITY

- Under New Zealand law only registered exporters can export dairy material, including products such as infant formula
- Exporters have a duty to export only animal material or products that meet
 - animal product standards
 - export requirements
- This is not a new requirement

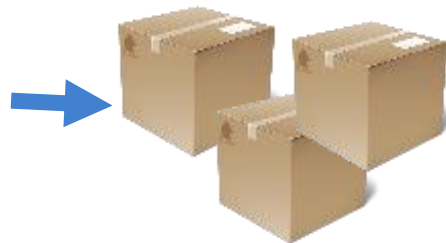
SUPPLY CHAIN INTEGRITY

- MPI has worked in the past four years to ensure anyone involved in exporting infant formula from New Zealand understands the rules around such trade and is given information to enable them to comply

SCOPE OF THE EXPORT REQUIREMENTS

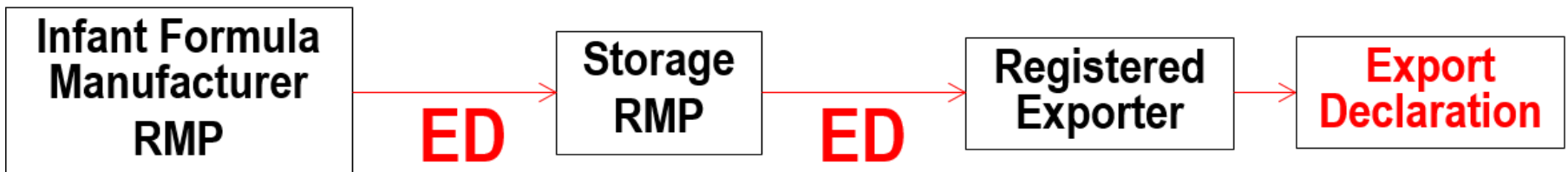
All infant formula

- Must be sourced from establishments with risk management programmes that are approved by MPI and subject to official verification
- Covers the whole supply chain from raw milk through to each subsequent manufacturer and store
- This means that persons cannot purchase infant formula from retail outlets and legally send the products overseas



EXPORT REQUIREMENTS FOR TRACEABILITY

- Operators must raise eligibility information as an electronic document or electronic declaration into MPI's Animal Products Electronic Certificate System:
 - When product is moved to from one manufacturer to another
 - When product is moved from a manufacturer to a store
 - When product is transferred to an exporter
- Information about foreign ingredient certificates for imported dairy-based raw materials are required to be entered into in AP E-cert



DOMESTIC REQUIREMENTS FOR TRACEABILITY

- The Food Safety Law Reform Act was passed in February 2018
- 食品安全法改革法案于2018年2月通过
- Strengthens and aligns traceability requirements
- Allows regulations to set more detailed obligations including:
- 新法案进一步加强并贯彻所有食品安全法律的可追溯性要求，并将允许法规制定更详细的义务，包括
 - Testing recall and tracing procedures 检测召回和追踪程序
 - Enhanced record keeping and 增强记录保存
 - Faster information sharing with MPI 与MPI更快地分享信息

EXPORT REQUIREMENTS FOR LABELLING

- Since 2014 MPI has strengthened export requirements for labelling of infant formula
- In addition to meeting importing country requirements, all products must meet the minimum labelling requirements which are based on the relevant international Codex standards and the WHO Code



EXPORT REQUIREMENTS FOR LABELLING

- No pictures of infants, pictures that idealise infant formula use, and the words like 'humanised' or 'maternalised'
- Statement to promote breastfeeding on products for infants up to 12 months of age
- Statement that products for infants up to 12 months of age should only be used on the advice of an independent health worker
- No health claims on infant formula products, unless proven to be an importing country requirement



EXPORT REQUIREMENTS FOR LABELLING

- Nutrition content claims on infant formula only allowed if such claims are accepted by the importing country, claims must not be misleading or imply that the product is nutritionally equivalent or superior to breastmilk
- Assessment of New Zealand origin claims done on a product-by-product basis, and cannot be false or misleading
- Logos, images or symbols on the labels referring to New Zealand (map of New Zealand, silver fern, kiwi) may also be used and are considered equivalent to a “Made in New Zealand” claim

REQUIREMENTS FOR MANUFACTURING

MPI issued specific requirements for manufacturing of infant and young children formula and dairy based ingredients used in these formula products

The requirements include specifications for:
公告包括以下具体要求（规则）

- (1) Premises, equipment and personnel 场地、设备
- (2) Cleaning and maintenance 清洁和保养
- (3) Raw materials and the formulation 原料和配方
- (4) Manufacture 生产
- (5) Validating procedures 确认程序
- (6) Evaluation and verification 评估和验证



INTERNATIONAL COOPERATION AND STANDARDS

- MPI is committed to supporting changes in its dairy industry and the growth of infant formula manufacture and has dedicated significant resources into the development of regulations as have Chinese Government authorities
- New Zealand and China have a number of cooperation programmes which provide opportunities for technical discussions on the regulation of production of this complex food intended for the most sensitive consumers



INTERNATIONAL STANDARDS

- New Zealand is committed to supporting the development and implementation of global food regulations and actively leads work in a number of Codex committees including the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU)
- At the 34th session CCNFSDU, the Committee agreed to a full review of the Standard for Follow-up Formula (CODEX STAN 156-1987), which includes products for older infants and young children (6-36 months)
- New Zealand has been the chair of the working group undertaking this review over the last 6 years.

INTERNATIONAL STANDARDS

- New Zealand promotes the development and use of international standards -
 - harmonisation helps ensure a consistent approach to addressing risks
 - supports international best practice risk management
 - reference point for bilateral trade negotiations
 - supports equivalence and systems recognition arrangements

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THANK YOU
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谢谢

