



April 2013

Food Type Dietary Supplements

Supplemented Foods

Importers should decide whether the product to be sold is a food, a supplemented food or a dietary supplement.

If the product is a dietary supplement (e.g. most often presented in a pill, capsule or tablet form) then it must comply with the New Zealand Dietary Supplement Regulations 1985 with regard to composition and labelling requirements.

If the product is a supplemented food (such as a fruit juice or cereal bar with a higher level of vitamins or minerals than permitted under the Australia New Zealand Food Standards Code (the Code)) then it must comply with the New Zealand Food (Supplemented Food) Standard 2010 (the Supplemented Food Standard).

The Food Act 1981 applies to food, supplemented foods, and dietary supplements.

New Zealand Food (Supplemented Food) Standard 2013

The Supplemented Food Standard provides updated regulation for food-type dietary supplements (previously regulated under the Dietary Supplements Regulations 1985), and aligns as much as possible with the requirements for food generally in the Code. The Supplemented Food Standard is a New Zealand only standard. The following links are to the standard itself and the associated user guide:

[New Zealand Food \(Supplemented Food\) Standard 2013](#)

[Supplemented Food Standard User Guide](#)

Importing supplemented foods

If you want to import supplemented foods for sale in New Zealand, you must comply with all the relevant legislation. Food for sale is regulated under the Food Act 1981 and delegated legislation under that Act. Food cannot be sold that is unsafe, unfit for human consumption or contaminated.

Any product that wishes to claim therapeutic (health) benefits has to provide proof, and is regulated under the Medicines Act. The ban on therapeutic claims that exists under the dietary supplement regulations continues under the supplemented food standard.



You will find more information about your obligations in relation to importing food in the importing overview.

[Importing overview](#)

You will also need to check Biosecurity requirements as they apply to your product.

[MPI Biosecurity requirements](#)

Dietary Supplements Regulations 1985

The Dietary Supplements Regulations have been amended to exclude food-type dietary supplements, and to provide for an increase to the maximum permitted level of folic acid in therapeutic-type dietary supplements.

The Dietary Supplements Regulations are administered by Medsafe, part of the New Zealand Ministry of Health.

More information on the Dietary Supplements Regulations is available on the Medsafe website.

[Regulation of Dietary Supplements – Medsafe website.](#)

[Dietary Supplements Regulations 1985 – New Zealand Legislation website.](#)

Helpful terms

Supplemented food

Supplemented foods are foods that are intended for use by the general population. A supplemented food is a food (which is not already permitted in the Food Standards Code) that has something added to it, or that has been modified in some way, to provide a benefit beyond simple nutritive requirements. Consumers may think of supplemented foods as 'health foods' such as fortified cereals or drinks with added vitamins or minerals.

Dietary supplement

Dietary supplements include any amino acids, edible substances, herbs, minerals, synthetic nutrients and vitamins sold singly or in mixtures in controlled dosage forms as capsules, liquids, lozenges, pastilles, powders, or tablets, which are intended to supplement the intake of those substances normally derived from food and excludes those products that meet the definition of 'supplemented food'.



Contact for enquiries:

For supplemented foods contact MPI at info@mpi.govt.nz

For dietary supplements contact Medsafe at dietarysupplements@moh.govt.nz