

Demand for organic products is increasing globally. Between 2001 and 2016, the total value of organic food and beverages sold increased by

330

percent, reaching NZ\$124 billion.

By 2015, New Zealand's organic sector was worth around

\$500

million annually

\$217

million domestic sales and almost

\$280

million in exports.

100%
ORGANIC
?

MAKE A SUBMISSION

Submit through our website

www.mpi.govt.nz

Email us at:

organicsconsultation@mpi.govt.nz

Write to us at:

Food and Regulatory Policy,
Ministry for Primary Industries
PO Box 2526, Wellington 6140

Submissions are public information.

Ministry for Primary Industries
Manatū Ahu Matua



**Would New Zealand
benefit from new
organic regulation?**

Many countries make their organic producers meet a single set of rules before they can call their food organic. In fact New Zealand and Australia are the only two of the top 25 organic trading countries that don't have this requirement. Instead, in New Zealand, organic producers can decide they want to meet a set of rules, or they can have other ways that they can demonstrate that their food is organic. Despite not having one set of rules, organic food still needs to be safe and suitable for sale, and producers cannot mislead consumers about what they are buying.

The Ministry for Primary Industries thinks that now is a good time to check whether New Zealand should be more like some of our trading partners, and have a single set of rules that producers and organic businesses are required to meet. This could provide businesses and consumers with more certainty in what it means to be organic. It may also put New Zealand in a better position to negotiate new and more secure market access for our organic primary products in the future.



Key questions which are being considered in the consultation are:

- 1 Should New Zealand adopt a single set of rules for organic primary products?
- 2 Should everyone have to meet it?
- 3 How should Government check that those rules are being followed?

Options for each of these questions are set out in the discussion document.

Preferred option

We are proposing that New Zealand should introduce one set of rules that all businesses need to comply with, and that all but the smallest businesses should be checked to see that they are meeting these rules. We think that this would provide the best outcomes for New Zealand.

WE WANT TO KNOW WHAT YOU THINK

For example:

- Do you agree that organic regulation in New Zealand needs to change?
- What impact would introducing a national organic standard have on you?

