

SUBMISSION

TO: Primary Production Committee

FROM: Apiculture New Zealand

SUBMISSION ON: Organic Products Bill

DATE: 28 May 2020

CONTACT DETAILS: Apiculture New Zealand

PO Box 25207

Wellington 6146

04 471 6254

Email: ceo@apinz.org.nz

1. ABOUT APICULTURE NEW ZEALAND

- 1.1. ApiNZ is the peak national body representing the apiculture industry in New Zealand. ApiNZ aims to support and deliver benefit to the New Zealand apiculture industry by creating a positive industry profile, business environment, and opportunities for members.

2. APINZ RESPONSE

- 2.1. ApiNZ supports the intention of the Organic Products Bill, and notes the progression is in line with our 2018 submission to the Ministry of Primary Industries consultation into Organic regulation for New Zealand. Notably that we agree with the underlying objectives:
- Providing consumer confidence in way that organic products are products, and a variety to choose from
 - Businesses having regulatory certainty to invest and innovate organic products
 - The regulatory regime is effective at enabling trade
 - The regulatory regime has flexibility, and is simple to understand and administer, and finally that the costs to business and consumers are proportionate to the overall benefits
- 2.2. Based on the objectives we are therefore supportive of a regulatory regime to regulate organic claims and the businesses that make them. It is an opportunity to create a fit-for-purpose regime which contributes positively to the organic sector and offer certainty to producers, trading partners and consumers.
- 2.3. We do not believe the existing third-party certification model is the right fit for the future. For example, in our industry there are documented instances where inputs certified by one agency are not accepted by another. In addition, many within our industry have had poor experiences dealing with existing third-party certifiers. Further, we believe existing standards set by third party organisations are now out of date for the apiculture industry.
- 2.4. Apiculture New Zealand seeks to ensure consistency to an organic standard at both an international and national (including local) level. We are opposed to allowing exemptions to farm gate or very small producers from organic approval/certification. We believe this would undermine the integrity of an organic standard, as well as the integrity of our industry, if anyone selling honey was able to label their honey organic without conforming to an organic standard.
- 2.5. Apiculture New Zealand supports the provision for a national mark that has domestic and international recognition. There does however, need to be clarity around how the national mark would be managed.