



18 March 2019

Mr Martin Harvey
Lead Negotiator
NZ-EU FTA
Private Bag 18 901
Wellington 6160
NEW ZEALAND

Email: to EU-FTA@mfat.govt.nz

Dear Mr Harvey

Attached are the comments that the New Zealand Food & Grocery Council wishes to present on objections to geographical indicators that have been sought by the EU as part of the EU-NZ FTA negotiations and that might be considered for protection for New Zealand.

Yours sincerely

Carole Inkster
Policy & Regulatory Director



**Objections to Geographical Indicators
Sought by the EU as part of the NZ-EU FTA
Negotiations and Geographical Indicators
that might be Considered for Protection for
New Zealand**

**Submission by the New Zealand Food & Grocery
Council**

19 March 2019

NEW ZEALAND FOOD & GROCERY COUNCIL

1. The New Zealand Food & Grocery Council (“NZFGC”) welcomes the opportunity to provide comment by way of objections to geographical indicators that have been sought by the EU as part of the EU-NZ FTA negotiations and that might be considered for protection for New Zealand. In doing so, NZFGC supports the submissions made by the Wine Council of New Zealand and Spirits New Zealand.
2. NZFGC represents the major manufacturers and suppliers of food, beverage and grocery products in New Zealand. This sector generates over \$34 billion in the New Zealand domestic retail food, beverage and grocery products market, and over \$31 billion in export revenue from exports to 195 countries – some 72% of total merchandise exports. Food and beverage manufacturing is the largest manufacturing sector in New Zealand, representing 44% of total manufacturing income. Our members directly or indirectly employ more than 400,000 people – one in five of the workforce.

COMMENTS

EU GIs for protection in New Zealand

3. NZFGC recognises there are substantial benefits to New Zealand from an EU-NZ FTA. This is evidenced in part by the substantial benefits gained over the past two decades in the single area of SPS arrangements derived from the EU-NZ Veterinary Agreement. While NZFGC is not necessarily providing the level of substantiation sought for objections to the EU list provided to date, we present views on several items that we would be pleased to discuss further. In addition, we identify some areas that New Zealand might seek protection for. As noted above, in supporting the submissions by the Wine Council and Spirits New Zealand, we have not commented on the wine and spirits lists but focused on the food list.
4. In summary, our objections relate to the following:

GI No.	Country	Designation Names	Product
52	FR	Gruyere	Cheese
70	FR	Roquefort	Cheese
78	EL	Καλαμάτα (<i>transcription into Latin alphabet: Kalamata</i>)	Olive oil
122	It	Gorgonzola	Cheese
124	IT	Kiwi Latina	Kiwifruit
167, 168	UK	Scotch beef, Scotch lamb	Meat

5. Gruyere, Roquefort, Gorgonzola – These cheeses are all styles of cheese well known in New Zealand. The basis of our objection is that the names are used in New Zealand as the common names for a wide variety of cheeses. They are replicated by both large and small producers (see picture over). Their descriptions have entered the New Zealand lexicon as styles of cheese that are recognised, popularised and widely purchased across the country.
6. Few in New Zealand would know that gruyere is named after the town of Gruyères but rather they know this cheese for its versatility and use on platters, in sandwiches and salads and for fondu. Similarly, Roquefort and Gorgonzola are well recognised as blue cheeses. While not listed, we would want to register concern if other cheeses such as Emmental, Camembert, Brie, Mozarella and Parmesan appeared on lists in future. Emmental is a mild white cheese, Camembert and Brie are soft-style cheeses and

parmesan is a hard cheese. They are used in conjunction with a range of foods manufactured and sold in New Zealand as can be seen on the next page

7. We note that their absence in the food supply except by way of import would result in a significant loss to the consumer. If no other alternative is available, NZFGC supports the continued availability of the terms in the form of 'Gruyere style', Roquefort style' etc nomenclature.



8. Kalamata Olive Oil – As a species of olive grown in New Zealand and used widely in products NZFGC does not support protection of 'Kalamata'. The basis of our objection is that the name, Kalamata, is used in New Zealand in conjunction with a range of products. 'Kalamata' should not be a GI term.



9. Kiwi Latina – We are concerned at the prospect of an Italian GI using the term 'Kiwi' in its description. The term 'Kiwi' is used widely in New Zealand to identify people, fauna, and products, and carries with it cultural significance. Kiwifruit is a species of fruit that should also not appear in a GI.

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10. Scotch beef, Scotch lamb – A Scotch fillet is a cut of red meat, more commonly associated with beef but also applicable to lamb and pork. It does not describe origin but rather the cut of the meat, as do the terms sirloin, shank and porterhouse. Scotch fillet is widely recognised in New Zealand in butcheries and supermarkets.



New Zealand GIs for protection in the EU

11. NZFGC suggests a number of names that warrant protection in the EU. Bluff oysters have already been identified, as has cervena. Others for consideration are listed below. This is not an exhaustive list but is indicative of some of the more common names:

- Marlborough sea salt – sea salt from Marlborough is widely recognised in New Zealand as originating from the salt pans on the East coast of Marlborough.



- Kikorangi cheese – Kikorangi means blue in Maori and this is a blue cheese. This is trademarked to New Zealand Milk Brands as IPONZ No. 636480



- Marlborough King Salmon – salmon originating from aquaculture farms in the Marlborough Sounds. IPONZ No. 824979.
- There are a range of other products using the 'Marlborough' description and for which trademarks exist, including honey, wine, foods generally, cider, vodka, garlic noir



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- Mt Cook alpine salmon – salmon originating from aquaculture farms in the Mt Cook/Aorangi region of Canterbury. This has been trademarked in the past.



Conclusion

12. NZFGC recognises negotiations are ongoing and wishes to be included in future communications concerning these.