



F15/20: Caution against export of product with misleading information and claims

Food products

17 April 2020

For Your Information

1 Background

- (1) MPI is aware that border and health authorities in a number of markets, such as Australia, China, Singapore and Vietnam are taking action to protect consumers from inadvertently purchasing products that claim to prevent COVID-19, treat COVID-19 or associated lung diseases, have anti-viral properties, suppress COVID-19, or strengthen the immune system against COVID-19.
- (2) Exporters and manufacturers are reminded that claims on any food product labels or advertising (including websites) **must not** refer to the prevention, diagnosis, cure or alleviation of a disease, disorder or condition. The above claims should **not** be made.
- (3) Exporters and manufacturers should ensure that labels, websites or any form of advertising do not contain misleading information, images, trade names or dosage that could confuse consumers.
- (4) Exporters and manufacturers are reminded any health claims associated with a food product must meet the requirements of [Standard 1.2.7 Nutrition, Health and Related Claims](#) of the Australia New Zealand Food Standards Code. Exporters and manufacturers should also check and comply with the importing countries requirements for health claims and product registration.
- (5) Exporters and manufacturers are reminded that:
 - the [New Zealand Food \(Supplemented Food\) Standard 2016](#) prohibits the specific formulation or marketing of supplemented food for the purpose of sale for consumption by infants or children under the age of 4 years. As New Zealand has no such products permitted in New Zealand, no such products can be exported
 - the [Animal Products \(Export Requirements – Dairy Products\) Notice 2005](#) places obligations on Risk Management Programme (RMP) operators to ensure that a dairy product intended for export is not labelled or marked in any way that is likely to be misleading or deceptive in its nature, origin or composition.
- (6) Exporters and manufacturers who do not comply with the above requirements may not be able to export or sell their products and are liable to penalties or other enforcement action under the Food Act 2014 and/or the Animal Products Act 1999.

Contact for further information

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