



Guideline for requesting new and the
review of current product descriptions
and qualifiers

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1 Purpose

This procedure describes the way exporters can request the review of current, or new Product Descriptions and Qualifiers as specified in the Animal Products (Export Requirements – Dairy Products) Notice 2005 - Part 3, Section 12.

2 Scope

This procedure applies to any application for a new, or review of a current Product Description and or Qualifier relating to Dairy Export Certification.

3 Process

This procedure covers the following activities:

- how to apply for new Product Descriptions and Qualifiers
- verification of documents which support applications for new Product Descriptions and Qualifiers
- the consultation process
- foreign translations
- updates.

4 Applications

Applications can be made in writing to the Programme Manager (Certification) at the Auckland Certification Unit with the subject title of 'New Product Description Application'.

- Post to: PO Box 3540, Auckland City
- Email to: dairycerts@nzfsa.govt.nz
- Fax to: 09 909 6217

Applications may be submitted by anyone involved in the manufacture and export of dairy products which require an official assurance for export.

5 Consultation process

5.1 Consultation

All new Product Descriptions and Qualifiers as well as the review of any current Product Descriptions must be considered by the Export Standards Group to ensure there are no market specific issues, Codex requirements or other specifications which could affect the use or interpretation of that Product Description or Qualifier. Consultation may or may not be required for the addition of current Qualifiers to current Product Descriptions.

5.2 Labelling

The labelling of dairy products for export must comply with the Animal Products (Export Requirements – Dairy Products) Notice 2005 - Part 3, Section 12

5.3 Market specific requirements for product registration

The primary reason for certification of dairy products is to provide an official assurance to the importing authority that the product being exported from New Zealand not only meets all the requirements of the New Zealand Food Safety Authority but also all the requirements of the importing authority.

As some markets have specific requirements to define dairy products then it is essential that all exporters check with the importing authority before exporting any new dairy product to ensure it meets their requirements.

As individual markets may have different requirements for products containing less than a specified percentage of dairy product, certification may or may not be required.

Therefore all applications for new Product Descriptions should be accompanied with confirmation of what the intended market(s) have classified the product as and if certification is required. This needs to be confirmed by the competent authority of the importing country and is usually obtained by the importer/agent.

6 Creation of new product descriptions

6.1 Verification of Specification

A product specification/formulation will be required by NZFSA in order to clarify the type of product. The ingredient list and typical analysis of the product are checked and compared against the current list of PDs & Qs published on NZFSA's website at:

<http://www.nzfsa.govt.nz/dairy/registers-lists/prod-descr.htm>

If the product is able to be accurately classified by an existing Product Descriptions then this will be NZFSA's first preference.

If the product is not able to be accurately classified by an existing Product Descriptions then the applicant's preferred Product Description will be considered. A check will be carried out to ensure the new product description accurately reflects the product and does not have any conflicting or contradicting wording.

Applications which are being sought for deception or tariff evasion purposes will not be considered by NZFSA. This practice is not condoned by NZFSA and any applicant found to be doing this will be reported to NZFSA CIG for investigation.

6.2 Guidance for selection, use and acceptance of appropriate PDs & Qualifiers

The 'Guidance for selection, use and acceptance of appropriate PDs & Qualifiers' in the PDs & Qs spreadsheet must also be decided by NZFSA and must be appropriate to the product.

Consultation may be required in order to determine the most appropriate content for this.

6.3 Requirements for NZFSA verification purposes

Information under 'Requirements for NZFSA Verification Purposes' in the PDs & Qs spreadsheet may or may not be required depending on the nature of the product in question. If required, the information must be relevant to the product and easily verifiable from supporting documentation including typical analysis or certificate of analysis.

Consultation may be required in order to determine the most appropriate content.

7 Review of current product descriptions

A stakeholder may submit an application requesting NZFSA to review the 'Guidance for selection, use and acceptance of appropriate PDs & Qualifiers' or the 'Requirements for NZFSA verification purposes' of a Product Description or Qualifier.

7.1 Verification

The application will be reviewed by NZFSA and if necessary consultation initiated to determine the appropriateness of the requested change.

If that change significantly alters the perception of the product or product description, then the change will not be considered. Generally, a change would only be accepted in order to further clarify the current requirements or to extend the limits of the analytical requirements.

8 Creation of new qualifiers

A stakeholder may submit an application requesting NZFSA to create a new Qualifier which is not currently registered and assign it to a Product Description listed in the PDs & Qs spreadsheet.

8.1 Verification

The application will be reviewed by NZFSA and if necessary consultation initiated to determine the appropriateness of the addition of the new Qualifier.

The new Qualifier for the Product Description must be clear and not misleading.

8.2 Requirements for NZFSA verification purposes

The 'Requirements for NZFSA verification purposes' in the PDs & Qs spreadsheet may or may not be required depending on the nature of the Qualifier. If required, the information must be relevant to the product and easily verifiable from supporting documentation including typical analysis or product analysis certificate.

Consultation may be required in order to determine the most appropriate content.

9 Addition of current Qualifier to new descriptors

A stakeholder may submit an application requesting NZFSA to assign a registered Qualifier to a registered Product Description.

9.1 Verification

The application will be reviewed by NZFSA and if necessary consultation initiated to determine the appropriateness of the addition of the existing Qualifier to the Product Description.

The addition of the Qualifier must accurately describe the product.

9.2 Requirements for NZFSA verification purposes

The 'Requirements for NZFSA verification purposes' in the PDs & Qs spreadsheet may or may not be required depending on the nature of the Qualifier and its relation to the Product Description. If required, the information must be relevant to the product and easily verifiable from supporting documentation including typical analysis or product analysis certificate.

Consultation may be required in order to determine the most appropriate content.

10 Foreign translations

Foreign translations may be required for the English versions of Product Descriptions or Qualifiers.

10.1 Obtaining a translation

Translations may either be obtained by the exporter or by NZFSA. All translations must come from the New Zealand Translation Centre (NZTC) <http://www.nztranslation.co.nz/> or another internationally recognised translation provider.

Translations requested from NZFSA will incur costs which will be recovered from the applicant.

10.2 Addition of foreign translation

Once a translation has been provided, NZFSA will make the appropriate changes to the PD's & Q's spreadsheet, and have the foreign translation loaded into E-cert.

11 Updated PDs & Qs spreadsheet on NZFSA's website

The full list of Product Descriptions and Qualifiers is available on the NZFSA website and any changes or additions made to the PDs & Qs spreadsheet will be updated as soon as possible.

The PDs & Qs spreadsheet is located at <http://www.nzfsa.govt.nz/dairy/registers-lists/prod-descr.htm>

Email notification of updates to the PDs & Qs spreadsheet may be received by clients by completing and submitting the form located at <http://www.nzfsa.govt.nz/site/notify/index.htm>