



**EUROPEAN UNION**

DELEGATION TO NEW ZEALAND



## **New Zealand opens its doors to European raw milk cheeses**

Next week, New Zealanders will be able to start enjoying samples of European unpasteurised cheeses - also known as raw milk cheeses.

As an entrée, 15 varieties of raw milk cheeses from 7 EU countries will be on offer at the European Union stand at Fine Food NZ, 13-15 June, ASB Showgrounds, Auckland. Media are invited to taste the cheeses at 2pm on Monday, 14 June at the special "Taste of Europe" reception, (*details below*).

Until now, milk products had to be pasteurised or heat-treated to be sold in New Zealand.

Importers and consumers will see quick finalisation of Biosecurity New Zealand and New Zealand Food Safety Authority import requirements as soon as July 2010. As a result, consumers will soon see and have a wider choice of raw milk product on the domestic market.

"This move will be welcomed by cheese aficionados who have long wanted these types of products to be readily available here," said George Cunningham, Chargé d'Affaires a.i. at the European Union Delegation to New Zealand.

The European Union Delegation thanks the NZFSA and MAF Biosecurity NZ for their cooperation throughout the two-year comprehensive decision-making process to obtain the necessary Import Health Standard for the products to be allowed into New Zealand.

### **For further information**

Interviews can be arranged with George Cunningham, Chargé d'Affaires a.i. at the EU Delegation, or Ludovic Avril, importer of European raw milk cheeses for "Taste of Europe", please contact:

Lucy Ross, Adviser

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The "Taste of Europe" reception is 2-3pm, Monday 14 June, at Stand M22, Fine Food NZ, ASB Showgrounds. To RSVP for admittance, please contact Lucy Ross.