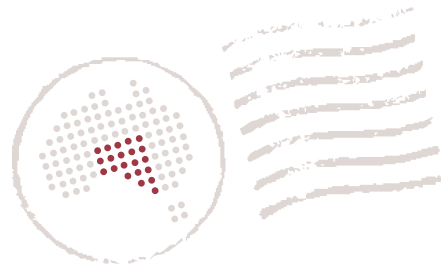


FUTURE Food



reviewing south australia's food industry and future opportunities

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www.safoodcentre.com



*Premier Mike Rann and
Dr Susan Nelle at the launch*

SOUTH AUSTRALIAN FOOD CENTRE Grows Industry Opportunities

A dynamic new approach to grow South Australia's food industry has been launched by Premier Mike Rann.

The cooperative effort between the food sector and State Government creates a new South Australian Food Centre and marks the next phase of the State Food Plan which was created from a unique partnership that began seven years ago.

"This is all about growing opportunities for industry and South Australia," said the Premier.

"The Centre will bring together the knowledge and resources of the food industry

and government for the mutual benefit of food producers, processors, exporters and of course our State.

"This isn't about bricks and mortar, but a group overcoming barriers to work closely together for mutual benefit.

"This set-up will allow the government to better service the needs of industry by providing greater support, understanding barriers, improving planning and tackling the challenges together.

"Jointly we can grow our interstate and international markets by encouraging innovation, value adding and differentiation of products.

"It's about uniting our efforts to identify and pursue greater opportunities as we work toward the State Strategic Plan's food

export target of \$7.5 billion.

The State Food Plan has also set a target to increase the value of South Australia's food industry to \$15 billion by 2010.

"Again this year I launched Taste SA at the Royal Adelaide Show and I was impressed with the effort from our increasingly sophisticated and competitive food industry. The showcase highlighted how the scale and quality of produce has grown enormously with everything from oysters to lobster oil and diabetic lollies.

"The cooperative effort to build food groups in our regions is helping tap into niche markets and maximise regional branding.

"The South Australian Food Centre will also coordinate and consolidate the expertise of

government and food industry associations such as Food Adelaide, Flavour SA, the Regional Food South Australia Cooperative and the State's Regional Development Boards.

"These industry groups as well as regionally based food industry development officers, will act as shop fronts for The South Australian Food Centre and provide services to food companies of all levels, with different requirements, no matter where they are in the State.

"The Food Centre will minimise duplication of services while consolidating resources across industry and government agencies," the Premier said.

The State Government has committed more than \$10 million over the next four years to deliver priority initiatives of the State Food Plan.



www.safoodcentre.com

If you'd like to know more about the South Australian Food Centre, who's involved, the programs and services it offers and how you can get involved, then visit our new website www.safoodcentre.com. Over the coming weeks we'll be busily adding more information to this new website so that you can stay in touch with what's happening in the food industry in South Australia, interstate and overseas. Feel free to visit us and watch the work in progress. While we're building the new Food Centre website you can still find what you're looking for at www.safoodonline.com

INDUSTRY LEADER **bows out**

When Susan Nelle steps down as Executive Director of Food South Australia at the end of September, the State will have much to thank her for.

The former Californian consultant who has steered the government agency for the past six years has been instrumental in a giant leap forward by the State's food industry.

Carmel Zollo MLC, convenor of the Premier's Food Council for the past two years, sees Dr Nelle (pictured right) as a person of enormous talent and vision, who with the unjaded eyes of an outsider saw the food industry's potential and was able to develop the strategy to achieve it. "She is synonymous with our State Food Plan," Ms Zollo says.

Dr Nelle had already become an Australian citizen when she was invited to Adelaide in the late 1990s to consult with the former Economic Development Authority on strategy and planning. Armed with a PhD in Psychology and graduation from the renowned Stanford Executive Program, she was running her own Melbourne-based consultancy in corporate strategy and change management programs.

During several visits she concluded Adelaide was the best Australian city to live in – particularly after attending an Adelaide Festival. Then in 1999 the State Government offered her the challenge of heading up Food for the Future, as Food South Australia was known.

By then the two-year-old organisation had launched the first State Food Plan, appointed the Premier's Food Council and set a target of achieving a \$15 billion industry by 2010.

"The Government knew what it

wanted to do, and my brief was how we could make this happen," Dr Nelle says. "I had always worked on the psychology of organisations but in this case my challenge was the psychology of an industry."

A recent independent review shows that the industry has undergone a major restructure under Dr Nelle's watch.

Between 2000 and 2004 the industry's understanding, confidence and willingness to pursue a range of development activities improved significantly. The areas of greatest improvement were integrated demand chains, companies working in collaboration, development of branded and differentiated product, and value-adding to commodity food products.

Dr Nelle believes one of the industry's key drivers over the past six years has been understanding the importance of working together.

"I love the concept of people learning with and from each other; that's where the most important learning comes from," she says.

"For example, the new SA Food Centre is not a place, it's a concept that means no matter where you are, or what stage your business is at, there is someone in your region to support you."

Collaborative learning now occurs at every level: regional, sector, government, and between the States and National Food Industry Strategy.

Dr Nelle believes the regional food groups, which have sprouted around the State, will create the base for sustained growth in the food industry. "The number of groups continues to grow and people continue to join them," she says. "That's where the energy



and passion is coming from, and there is no limit to where it will end."

The Barossa Valley's new cooperative marketing network fits perfectly with Dr Nelle's vision of collaboration. The self-funding network provides the interstate marketing and distribution for about 30 Barossa food companies, simplifying the process for both buyer and seller.

"The concept is going fantastically and the Government has committed some funding to extend it to other regions," Dr Nelle says. "It puts the business support systems in place to allow even the smallest passionate regional producer to take their products to a much wider audience."

It would be a fair summation that under Dr Nelle the State food industry has gone from underdog to leading light. Initiatives conceived here, such as the industry Scorecard and in-market platform programs to Singapore and Dubai, have been picked up as national projects. And more interstate and overseas groups are flying in to see the strategy at work.

The genuine partnership between industry and government is considered one of its most unique aspects, and the

independent evaluation of the State Food Plan highlighted that industry's perception of government leadership had changed from a weakness in 1997 to a strength today.

"The Government's role has been as a facilitator, providing support and infrastructure," Dr Nelle says. "You want industry to be leading the charge, with government creating opportunities and providing some of the systems and tools to help turn industry's ideas into reality."

"What holds the partnership together is a shared commitment to achieving the outcomes of the State Food Plan."

"A lot also has happened at a national level in terms of people forming partnerships – there is much more of a 'Team Australia' approach now and that is essential."

Susan Nelle now plans to take time to reflect on the past and explore what the next phase of her life may hold. Professionally, she will be available for some consulting and would see board memberships as part of the mix – "but only of things I really care about".

Some form of affiliation with a university would satisfy her desires to live in an intellectual community and to mix with young people, such as those at Food South Australia.

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FOOD INDUSTRY Employment at Record High

Value adding to food exports and employment within South Australia's food industry have grown significantly over the last seven years Premier Mike Rann said during the recent launch of the 2003-04 Food ScoreCard.

"It's pleasing to note that since the start of the State Food Plan in 1997 South Australia's value-added food exports have grown at a rate significantly higher than the national average," Premier Rann said.

"It's equally pleasing to see that employment across the food industry has increased to a record 143,000."

"Some credit must be given to the State Food Plan and the Food South Australia program, which encourage development of new value-added products for targeted export markets."

The Premier said the just released Food ScoreCard figures reinforce the importance of the key messages of the State Food Plan.

"Perhaps the most important of these messages is the need to continue to look for ways to add value to this State's already exceptional commodity products."

"Even though this year's gross food revenue of just over

\$9 billion is the second highest on record many challenges lie ahead of us if we are to reach our target of \$15 billion by 2010."

A sharp rise in the value of the Australian dollar as well as less favourable conditions in terms of seasons and world instability over the last few years have highlighted the cyclical vulnerability of South Australia's food industry.

"These two factors alone underscore the need to focus on high-quality, specialised and value-added products as a way of cushioning the impact," the Premier said.

The Premier also announced that South Australia is leading the way on triple bottom line reporting in relation

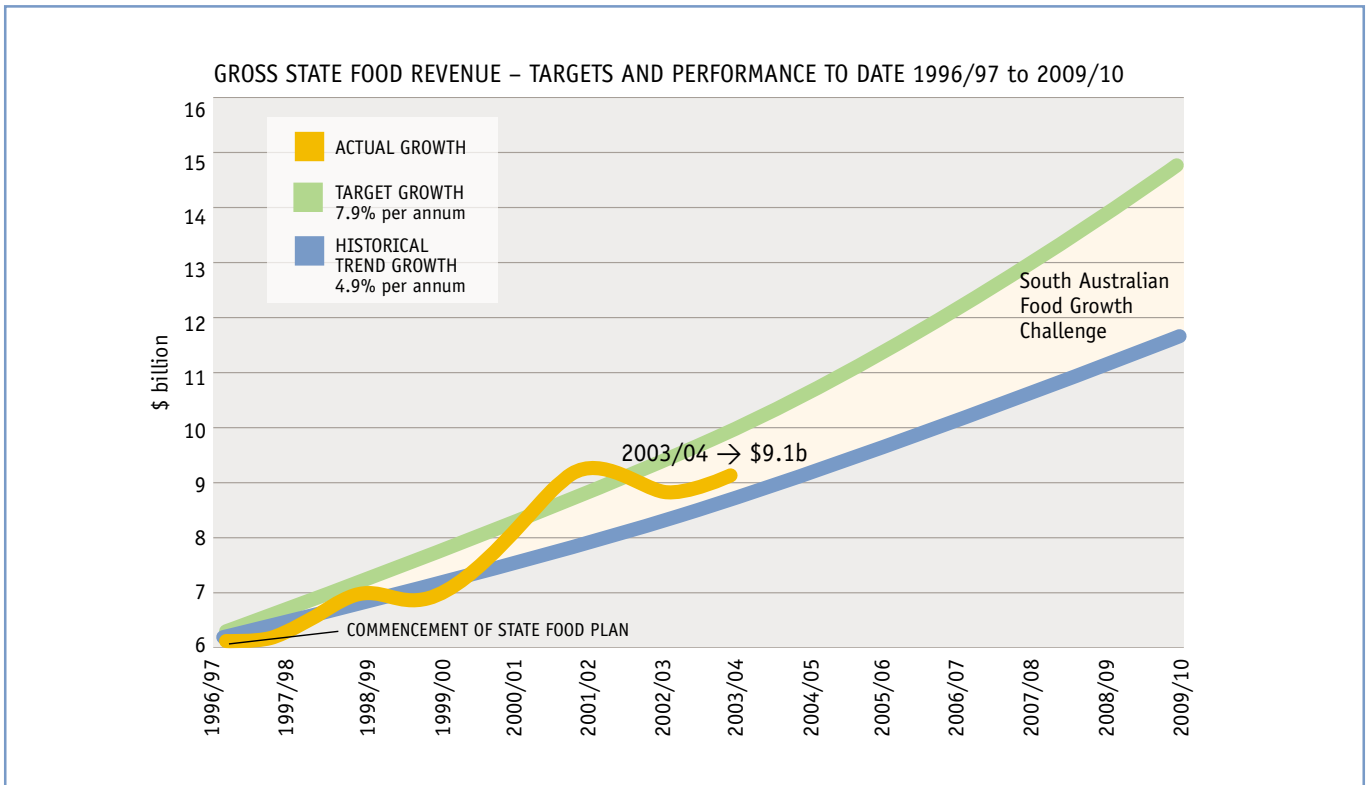
to the food industry.

"The ScoreCard team has developed a system to analyse not only the economic but also the environmental and social impacts of the food industry."

Since the start of the State Food Plan the ScoreCard has been an important tool keeping track of our achievements and identifying opportunities for future growth.

As well as being a benchmark the ScoreCard will now provide information on opportunities to improve sustainability from the ocean or the paddock through to consumption.

For more detail on the South Australian Food ScoreCard visit: www.safoodcentre.com



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GREAT AUSSIE TUCKER Promoted in Hong Kong

More than 1200 Australian food and beverage products were showcased in Hong Kong's premium food retailer, The Great Food Hall, throughout June and July.

The Great Aussie Tucker Promotion is an initiative led by Food South Australia and involved all Australian states with support from Austrade.

Project Manager Rachel Gemmell says the promotion is an important vehicle to help Australian food producers enter a new export market.

“For more than 800 of the products this is the first time they have been on sale in Hong Kong,” says Ms Gemmell.

“It provided a great opportunity to test the market and hopefully gain permanent listing in the store.”

Throughout the month long promotion the Great store was themed Australian and was targeted at the affluent Chinese and ex-pat communities in Hong Kong encouraging them to buy quality Australian products.

Thirty food producers from around Australia travelled to Hong Kong for the promotion offering in-store

demonstrations and tastings.

“We leveraged the success of last year’s promotion and hoped this ongoing alliance with Hong Kong’s dominant premium food outlet will continue to increase exports to Asia and cement relationships with companies in the region,” Ms Gemmell says.

“By working together at a national level on promotions like this, it allows Australian producers to have far more clout in the market place.”

South Australian companies including BD Farm Paris Creek, Perryman’s Bakery, Copper Pot and Bird in Hand travelled to Hong Kong for the promotion.

AN EXPORT WIN for Mountain Fresh Fruit Juice

Mountain Fresh Fruit Juices has secured an export order for one container of premium fruit juice destined for the Australian Pavilion store at NTUC Fairprice in Singapore.

“This is a great win for South Australia and demonstrates that businesses can take advantage of overseas platforms to grow their exports,” Food South Australia Project Manager Lisa Nguyen says.

Ms Nguyen says Mountain Fresh Fruit Juices based in Mt Compass is a quiet achiever.

The company’s founder and proprietor, Rudi Stadler uses a family recipe and draws on more than four generations of know-how to produce apple-based fruit juices

of exceptional taste and quality.

The juices are increasingly being sort after around the world. This year the company is exporting to around six countries with more markets being developed, said Russell Williams, Mountain Fresh Export Manager.

Mountain Fresh Fruit Juice will be one of over 50 products to be featured in an Anniversary Promotion at eight Australian Pavilion NTUC Fairprice stores in

Singapore during a 2-week promotion starting at the end of September.

Food South Australia facilitates company participation in the Australian Pavilion project with Bemco Australia, which is a Melbourne based consolidator and NTUC Fairprice. For more information and participation in the project contact Lisa Nguyen on (08) 8226 0460.



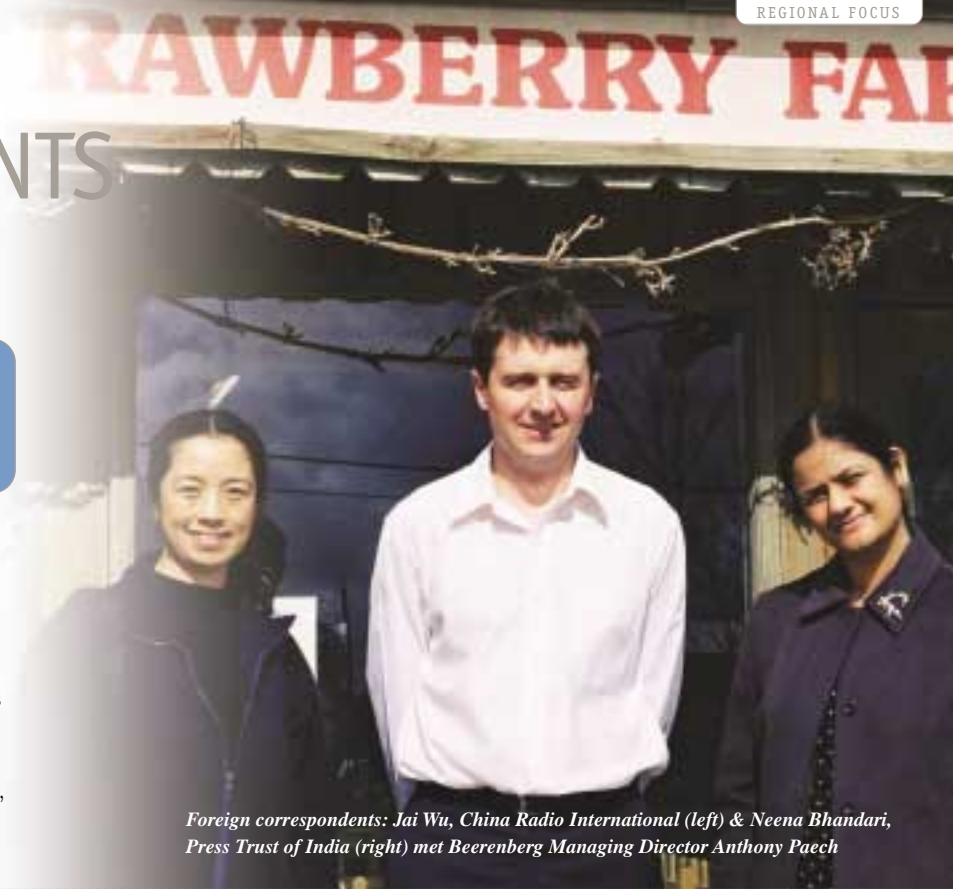
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FOREIGN CORRESPONDENTS Report

Who could better tell the world stories about South Australia's food, wine, tourism and business sectors than a group of experienced foreign correspondents?

That was the thinking that inspired the South Australian Tourism Commission, Food South Australia and the Department of Trade and Economic Development to host eight journalists from influential international publications on a three-day visit to the State.

The journalists, who represented media organisations including The Economist, The Sunday Telegraph, China Radio International and The Press Trust of India, visited food companies in Adelaide, as well as the Adelaide Hills, Kangaroo Island and the Barossa Valley.



Foreign correspondents: Jai Wu, China Radio International (left) & Neena Bhandari, Press Trust of India (right) met Beerenberg Managing Director Anthony Paech

INTERNATIONAL CHEFS put Australian food to the test

South Australian food came under the spotlight during a fact-finding visit by seven international chefs and food buyers in June.

The chefs, based in top hotels in Dubai in the United Arab Emirates (UAE) and including the head of Emirates Airlines inflight catering, visited food producers in Adelaide and the Barossa Valley as well as other major cities and regional areas known for top quality local produce.

The regions include the Margaret River in

Western Australia, the Yarra Valley in Victoria, south-east Queensland, Melbourne's Macedon Ranges as well as Sydney, Melbourne, Adelaide and Perth.

"It's wonderful to come to a country that values the quality and freshness of food as much as Australia does," said Uwe Micheel, Executive Chef at the Inter-Continental Hotel in Dubai.

"Everything was seriously very, very good – fantastic as you say in Australia! But I particularly like the King George Whiting because I had not ever tasted it before and it is a very flavoursome fish.

"I also enjoyed meeting Maggie Beer, as we have heard about her of course."

The NFIS designed the trip in conjunction with Austrade

and State Government organizations, including Food South Australia, to showcase and encourage use of premium Australian food in luxury Dubai Hotels.



Maggie Beer's Farm Shop, Nuriootpa, Barossa, South Australia
Photo courtesy of SATC



YELLOWTAIL KINGFISH

Now in Japanese Restaurants

The first large commercial order of Australian Yellowtail Kingfish has been made by Japan following a South Australian Seafood Promotion held in that country earlier this year.

Food Adelaide's Director of Japan, Craig Deamer organised the promotion with financial support from Food South Australia.

"The showcase helped us to educate Japanese chefs about the quality of the product available in South Australia," Mr Deamer said.

"The chefs were particularly impressed by the flesh quality and product consistency of South Australian Yellowtail Kingfish."

Following the promotion Australian Hiramasa, which is a leading processor of Yellowtail Kingfish on the

Eyre Peninsula, and Food Adelaide worked closely with an innovative importer to develop a market entry strategy.

This included modifying grading parameters and product packaging, as well as developing a mechanism for sea and air shipments to Japan.

Managing Director of Australian Hiramasa, Tom Dawson, says he's pleased with the order for the full shipping container of frozen product.

"This sale is strategically important to the Australian Yellowtail Kingfish Industry as well as our company Australian Hiramasa.

"It establishes a fourth leg to our company's marketing strategy which



is focused on the USA, Europe, domestic and Asian markets.

Mr Dawson says the breakthrough into the Japanese market was made possible through Food Adelaide bringing buyers to South Australia for first hand visits to the fish farm and processing facilities, as well as the Association's in-market work in overcoming tariff and quota barriers.

"The Seafood Promotion with chefs and importers created the market pull," Mr Dawson says.

For more information:
Des King
Executive Director
Food Adelaide
Telephone (08) 8300 0033
www.foodadelaide.com

TERRA MADRE

Five representatives from regional South Australia have been chosen to attend a world meeting of food communities in Turin, Italy.

The Terra Madre event, which translates to 'Mother Earth', aims to attract 5000 participants from around the globe to discuss issues of universal concern related to food production and distribution.

Terra Madre will unite the long chain of people involved from production to consumption, allowing them to exchange experiences and share knowledge.

Food South Australia is assisting Jan Angas (Food Barossa), Deborah Cantrell (Adelaide Hills), Marion Chambers (Food Kangaroo Island), Zannie Flannigan (Fleurieu Peninsula Food) and Dennis Wheatley (Southern Flinders Food Group) to attend the conference.

Terra Madre is the brainchild of Slow Food President Carlo Petrini and will be run in conjunction with Salone del Gusto, which showcases artisan foods and producers from throughout the world to the public.

For more information:
www.terramadre2004.org

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Photo courtesy of SATC

GROWING QUALITY Adelaide Hills Food and Wine

The creation of new jobs, better business practices and a willingness to work together to promote the region are just some of the benefits that have come from a two-year joint project between food and wine associations in the Adelaide Hills.

Adelaide Hills Food Project officer Annabel Mugford says the Adelaide Hills region has benefited greatly from the program.

“A survey of 55 businesses reported that 63 new jobs were

created and that the overwhelming majority believe they now have better run, stronger businesses than at the start of the program,” Ms Mugford says.

“Businesses are also learning to work together to promote the Adelaide Hills as a hallmark of quality and a unique regional style.”

Over the last three and a half years, Adelaide Hills Food has worked with members to participate in 31 marketing events from within the region to Hong Kong.

Adelaide Hills Food has recently launched ‘Tastes of the Adelaide Hills’, a trail identifying

restaurants and cafes in the hills serving quality local dishes made with local produce.

The food group is also encouraging food lovers to become an official ‘Friend’.

For an annual subscription fee of \$33 Friends of Adelaide Hills Food will receive a range of benefits including the opportunity to visit producers and purchase substantially discounted food.

To find out more about Tastes of the Adelaide Hills or to become a Friend contact Adelaide Hills Food Executive Officer Sheree Sullivan on 0412 650 594 or email info@adelaidehillsfood.com.au

FIESTA! Celebrates Fleurieu’s New Release Olive Oil and Wine

Emphasis will be on new tastes at the inaugural Fleurieu Peninsula Fiesta! which will run throughout October.

Fleurieu Peninsula Food and McLaren Vale Grape Wine Tourism are joining forces to celebrate the region’s new season extra virgin olive oil and new release wines.

The traditional McLaren Vale Bushing Festival will this year be an integral part of the Fleurieu Peninsula Fiesta!

“This region-wide promotion is a celebration of the new”, says Pip Forrester, Chair of Fleurieu Peninsula Food.

“This is a great opportunity

to work together on a regional celebration of food and wine to promote what is at the heart of our region – seasonal celebrations.”

Event partners Fleurieu Peninsula Food, Fleurieu Peninsula Tourism, Langhorne Creek Winemakers, Fleurieu Peninsula Olive Association and McLaren Vale Grape Wine Tourism have joined forces to present the program of events for October.

Feature events of the Fiesta! include the Inaugural Olive Awards and the Culinary Competition which seeks out Fleurieu Peninsula Food Chef of the Region.

McLaren Vale’s traditional Bushing events held as part of the overall program include the Crowning of the Bushing King and

Queen, Winemakers Luncheon and Dinner, McLaren Vale Wine Show and the new Bushing Trail.

The region’s restaurants, cellar doors and retail outlets will take part in the celebration of new release wines and new season extra virgin olive oil.

Throughout the month-long event there will be tastings, cooking demonstrations, food and wine matching, culinary competitions, picnics, feasts and the presentation of awards.

The full Fiesta! Program of events will be available at all Visitor Centres across Fleurieu Peninsula in October or on the website www.fleurieufood.com.au

To get involved contact Tori Moreton on 8323 0144 or tori@fleurieufood.com.au



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SHOW FOCUS on the Taste of SA

South Australia's multi-million dollar food and wine industry took centre stage at this year's Taste! South Australia at the Royal Adelaide Show.

Premier Mike Rann welcomed some of the State's most innovative and creative food groups and producers at the event.

A wide selection of foods and wines – such as buffalo

metwurst, organic pasta and lobster sashimi were available for tasting and to buy.

This is the third year that Food South Australia, the Royal Adelaide Show and PIRSA have sponsored Taste SA.



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FINALISTS Under the Judges Spotlight

Nominations have closed and the judging has begun for the 2004 Premier's Food Awards.

Panels made up of industry and government experts will be scrutinizing applicants in their search for a winner in 15 separate categories.

The awards will be presented at a black tie dinner at the

Hilton International on Friday, November 26.

To join in the celebrations and toast the success of South Australia's food industry book your ticket now by contacting Peta Hudson on (08) 8226 1905.

Individual tickets are \$115 or \$1100 for tables of 10, inclusive of GST.

BigPicture



CAROL RECEIVES Queen's Birthday Honour

Premier's Food Councillor and Chair of the Advisory Board of Agriculture, Carol Schofield, was awarded a Member of the Order of Australia (AM) in this year's Queen's Birthday Honours List.

Carol (pictured above) received the award for her service to primary industries and her role in promoting and developing agriculture and aquaculture in South Australia.

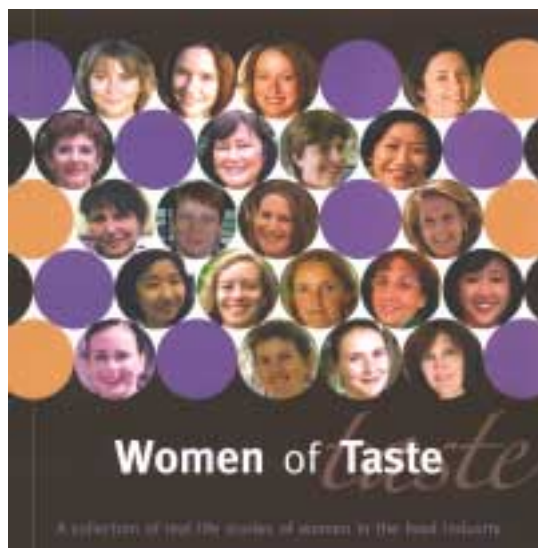
WOMEN of Taste

The trials and triumphs of four leading South Australian women, who own food businesses, have been documented in the book *Women of Taste*.

Spice Girlz Mikaela Willford and Samantha Organ, along with Ulli Spranz from Bd Farm Paris Creek and Island Pure's Susan Berlin share the lessons they've learned from the pitfalls of getting started, the trials along the way, through to the excitement of seeing their product on the retail shelf or the dining table.

The book, which was produced by the National Food Industry Strategy, profiles 20 small food businesses from around Australia.

Women of Taste is available for \$9.95 from all good bookstores nationally.



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UPCOMING EVENTS 2004

A snapshot of what's happening in South Australia and abroad.

FOOD INDUSTRY RESEARCH AND DEVELOPMENT FORUM

29 September 2004

Adelaide, SA

Organised by Flavour SA.

LIMESTONE COAST FARMERS' MARKETS – PENOLA

3 October 2004

Penola, SA

The markets are an opportunity to buy local produce and value-added food and meet the local food producers.

LIMESTONE COAST FARMERS' MARKETS – MT GAMBIER

10 October 2004

Watson Tce, Mt Gambier, SA

The markets are an opportunity to buy local produce and value-added food and meet the local food producers.

BAKE YOUR WAY TO SUCCESS 2004

15 October 2004

Regency Park, SA

Baking Industry Association of SA's Baking Competition and Dinner.

RIVERLAND WINE AND FOOD FESTIVAL

16 October 2004

Riverview Drive, Berri, SA

Come to The Riverland. You won't forget it and you won't regret it. Travel to our region and revel in the flavours the region provides.

SIAL 2004 – FRANCE

17– 21 October 2004

France

Salon International de l'Alimentation. International Food Products Exhibition. The Global Food Marketplace.

FLINDERS WINE AND FOOD FESTIVAL

24 October 2004

Main North Road, Murray Town, SA

Fine wines of the Southern Flinders Ranges, gourmet food and entertainment.

FLAVOUR SA NETWORKING NIGHT

27 October 2004

Adelaide, SA

Networking Night with Liz Kellaway, Porter Novelli Public Relations.

2004 AUSTRALIAN PACKAGING AWARDS

28 October 2004

Melbourne, VIC

National Packaging Awards Presentation Dinner.

POSTHARVEST UNLIMITED DOWNUNDER 2004

10 – 12 November 2004

North Ryde, NSW

A conference on postharvest technologies for the delivery of high quality horticultural products.

LIMESTONE COAST FARMERS' MARKETS – MT GAMBIER

14 November 2004

Watson Tce, Mt Gambier, SA

The markets are an opportunity to buy local produce and value-added food and meet the local food producers.

HEALTH INGREDIENTS EUROPE 2004

16 – 18 November 2004

The Netherlands

Experience a three day trip around the world of health ingredients...smell... taste... see...

FLAVOUR SA NETWORKING NIGHT

24 November 2004

6:00 PM – 7:30 PM

Adelaide, SA

Networking Night with Chris Murray, Principal Microbiologist, IMVS.

2004 PREMIER'S FOOD AWARDS

26 November 2004

Adelaide, SA

This year's Food Awards will be presented at a gala dinner at the Hilton International.

LIMESTONE COAST FARMERS' MARKETS – PENOLA

5 December 2004

Penola, SA

The markets are an opportunity to buy local produce and value-added food and meet the local food producers.

REGIONAL FOOD TRAIL

9 – 11 December 2004

Adelaide Central Markets, SA

Food South Australia and targeted gourmet food stalls at the Adelaide Central Market are teaming up to showcase the best of the State's regional food products.

PREMIER'S FOOD COUNCIL – DECEMBER

10 December 2004

December meeting of the Premier's Food Council.

LIMESTONE COAST FARMERS' MARKETS – MT GAMBIER

12 December 2004

Watson Tce, Mt Gambier, SA

The markets are an opportunity to buy local produce and value-added food and meet the local food producers.

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FOOD LABELLING AND HEALTH CLAIMS **Proposed Laws**

Emanouel Gaganis and Amelia Hall, Minter Ellison Lawyers

Present status of food labelling

Under the Australia New Zealand Food Standard Code, a food manufacturer is generally prohibited from making 'health claims' about their products. Health claims do not include labelling such as 'low fat' and 'high fibre', these are nutritional claims, a distinct but related category of claims. In simple terms, health claims are those that refer to specific health benefits or physiological conditions. For example, a health claim in a 'low fat' setting could be that the food is a slimming food or has weight reducing properties.

The Food Standards Code does allow, however, health claims to be made for certain foods that contain a minimum amount of folate levels. For example, eggs containing at least 40mg of folate per serving are entitled to be labelled with a statement to the effect that their consumption can reduce the risk of neural tube defects in babies.

Proposed changes

Food Standards Australia New Zealand (FSANZ) has recently issued a proposal to allow manufactures to make health specific claims on their labels. The proposal is currently the subject of public consultation and may not become law for some time.

Under the proposal, all health claims made on food labelling would need to be supported by scientific proof to illustrate the connection between the health claim and the food to which the label attaches. In addition, a category of 'high level' health claims will only be allowed where FSANZ provides market approval.

High level claims are those which will make a reference to a 'biomarker' (such as cholesterol levels or blood pressure), a serious disease or a serious condition. Generally, high level claims will include any statements which relate to a condition requiring, or likely to require, medical assistance by a doctor.

Another class of proposed claims, known as 'general level' health claims, are likely to be more prevalent amongst the broader population of food products. These are claims which make assertions about the potential of the food to assist in reducing the risk or helping to control, a non serious disease or condition, for example, 'calcium builds strong bones'.

Whilst general claims will not require prior approval from FSANZ, appropriate evidence will need to be retained by businesses for all claims and made available to authorities upon request. The Australian Competition and Consumer Commission (ACCC) has previously warned against making claims which are not 100% substantiated.

Some businesses are already making health claims

Other than the egg folate example referred to above, a scan around a supermarket shelf will no doubt reveal products with general nutritious style claims which may resemble 'health' style

claims. Currently, the provisions in the Food Standards Code would appear to provide a limited amount of flexibility to do this. The law, however, needs to be adequately understood and the likely risks of 'getting it wrong' properly evaluated before businesses should include these statements on their labels.

Effect of proposed changes

The proposed laws, if passed, aim to tighten up on important aspects of food labelling. As part of its proposal, FSANZ intends to introduce stricter requirements for existing labelling, that are likely to affect nutrition/health style claims in general. The proposed laws aim to increase awareness about lifestyle choices and guide consumers to the foods appropriate for them.

Please contact Emanouel Gaganis, Senior Associate at Minter Ellison Lawyers if you would like further information about this topic. Telephone (08) 8233 5514 or email emanouel.gaganis@minterellison.com

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