

A Submission to the Senate Economics Committee

In response to

**Inquiry into the Food Standards Amendment (Truth in Labelling Laws) Bill
2009**

Dairy Australia is the dairy industry's owned service company, limited by guarantee, whose members are farmers and industry bodies, including the Australian Dairy Products Federation (ADPF) and the Australian Dairy Farmers (ADF). These two membership bodies comprise the Australian Dairy Industry Council (ADIC), the peak policy organisation that provides whole of industry policy.

Dairy Australia opposes the proposals in the Food Standards amendment (Truth in Labelling Laws) Bill 2009, and supports the ADIC submission to the Senate Inquiry. In particular Dairy Australia has concerns regarding the proposal to restrict the use of the term 'Australian' on or in relation to dairy foods if it is 100% produced in Australia. This would effectively undermine the ability for Australian dairy products to be labelled with either the 'Product of Australia' or 'Made in Australia' claims, as currently provided for in the FSANZ Country of Origin Standard. These existing provisions allow Australian dairy products to be well differentiated in both domestic and our many international markets, due to the safety, quality and integrity that is understood with the Australian Brand.



Helen Dornom
Manager, Technical Issues Group
Dairy Australia

hdornom@dairyaustralia.com.au

Level 5 IBM Centre
60 City Road
Southbank Victoria 3006