

FOOD LABELLING IN AUSTRALIA

23/04/14

Committee Secretary

House of Representatives Standing Committee on Agriculture and Industry

P. O. Box 6021

Parliament House

Canberra. Act. 2600

I would like to submit my deep concerns regarding the lack of truth in food labelling in Australia.

The Australian buyer deserves accurate easily read labelling, enabling them to make an accurate choice.

Some time ago I bought a can of baked beans with "Australian Organic" in large print. Later I found in tiny print the words "Made in Italy from local and imported ingredients".

A busy housewife would find it almost impossible to read this small print.

This is totally dishonest labelling and marketing that blatantly ignores the rights of Australians.

A two year old independent survey showed that 67% of Australian housewives would buy Australian produce if they could easily find it even if it cost more.

I have found that customers wish to buy clean green Australian food, rather than overseas food with poor health protocols and often of dubious quality.

Obviously if Australian housewives are unable to access Australian food, Australian farmers and processors are adversely affected and subjected to dumping.

We should have labelling in large easily read print, showing where the produce is grown, who owns the farms, where it is processed and canned and who owns the factory.

If overseas produce has to be included, the percentage should be clearly stated and also its origin.

It is nonsense to suggest that these changes would take years. It could be implemented immediately, providing buyers with much healthier food and also enhanced employment.

In addition to the already mentioned concerns, dishonest and misleading labelling leads to increased fresh food imports, thus allowing possible bio-security disasters such as fire blight and zebra stripe disease.

M. Lloyd