

**TUCKER'S**  
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The Secretary c/o [economics.sen@aph.gov.au](mailto:economics.sen@aph.gov.au)  
**Senate Standing Economics Legislation Committee of Inquiry**  
***National Radioactive Waste Management Amendment Bill 2020***  
24 March 2020

I write in disbelief and dismay at the proposed Kimba Nuclear Radioactive Waste Dump announced in January 2020. I feel like both the Federal and State People Representatives have lost any clear vision and foresight with no appreciation for the natural advantages that we have in a globalized economy. Losing these attributes will hurt our positioning in this highly competitive marketplace for generations to come.

South Australia prides itself on its agricultural quality and boasts globally it is a clean green state. Our current Premier, The Hon. Steven Marshall continues to push for our state to allow GM crops and agriculture despite clear evidence that these practices don't provide any sustainable benefits, and in fact reduce the premium we may achieve without them.

Now both the Liberal Federal and State Government are looking to plonk a radioactive waste site into our State's heart which shows callous disregard of the livelihoods and care of Kimba farmers, the SA agricultural community, SA Food and Beverage Manufacturers and the general public. It seems simply an act of worshipping the altar of money and power – a short term visionless fix to the budget.

For the future of our industry and our children this waste dump should be ruled out. The ramifications of such a dump will be commercially real and will be felt both short and long term.

We have recently undertaken significant research in our planning for 2020 and beyond, which included consumer markets.

All our consumer markets globally had in their top 3 concerns the ENVIRONMENT, which influences their purchase of a FMCG. Concerns included recyclability, corporate environmental footprint, transparent food sources, traceability etc. Consumers are using their voice and their power with what they purchase to help environmental problems. They are forcing environmental change through their pockets and their voices on social media. Blind Freddy simply needs to scroll the internet to see this global trend.

It does not matter how you dress up or down Nuclear Waste, it is what it is, NUCLEAR WASTE. History has shown us, despite all government and regulators platitudes and policies that Nuclear Waste controls are not fool proof.





I wrote recently to the SA Government about South Australia maintaining its non-GMO state. Fortunately, commonsense and forward thinking by our politician's has maintained this status until 2025. The same argument in many ways applies to nuclear waste. We want and need to maintain South Australia as a clean green food bowl to provide global competitive advantage. We cannot say this to our international markets with truth, if we add a Nuclear Waste site out west and believe consumers won't care. Well they do care and with the internet and our savvy Millennials, Gen Xers and Boomers, they will know, do care and will action.

If our people's representatives believe otherwise then they are out of touch and delusional. I implore our people's representatives to take note of what consumers and the people of South Australia are looking for, as we forge further and further into the digital age. To ignore our customers' demands (of both goods and services) of our beautiful state, is perilous.

It would not be a mantle I would wish to carry as the SA politicians who allowed a Nuclear Waste site to be placed our state. It will be a legacy that people will remember. And for the SA Food and Beverage Manufacturers and Producers, it will be the day marked from which our clean green position will no longer hold credibility in the national or global consumer's mind.

For Tucker's Natural, a Non-Nuclear Waste site + Non-GMO accreditation are critically important for the long-term growth and viability of Tucker's Natural as an Australian manufacturing facility.

I implore you to stop the Kimba Nuclear Waste Site for today and future generations, but especially those Kimba Farmers that are going to be directly affected. Please watch their plea here. <https://vimeo.com/381938156>.

This is such a damaging project for our state for what 45 jobs and a short-term cash grab, in a State with little political weight?

We need true vision for our state.

The perception is that it is a strategy for a state that simply wants money, a state that holds minimal weight in the political arena and a Premier that wishes to appease its Liberal Federal masters.

This is shameful and will be viewed historically as a massive environmental mistake by our children.

I implore you to object to this site and lobby to have it removed from a location which has shattered the social structure of Kimba and one which will reverberate negatively



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throughout South Australian community and the South Australian Food and Beverage manufacturers and producers.

Kind regards

Sam Tucker  
Managing Director/Owner  
Tucker's Natural

cc The Hon Scott Morrison  
The Hon Steven Marshall  
The Hon Sussan Ley  
The Hon David Littleproud  
The Hon Tim Whetstone  
The Hon Susan Close  
Catherine Sayer, CEO, FoodSA

PS. Below is an excerpt from The Sustainability Management School- Switzerland Business School 22 January 2019

Millennials make up around 30% of the world's population and are arguably the most concerned generation when it comes to environmental sustainability and social issues.

Millennials are the first generation to have grown up in a world where "climate change is part of the daily international dialogue". Whilst every generation has certainly had their risks and threats, millennials have been forced to face the realities of extreme weather patterns, sea level rises, rapidly increasing GMO agriculture and species extinction (among others).

This reality has created a generation of people who desire sustainability in mainstream culture. A generation where many feel as though they have no choice but to be actively engaged to drive change.



A recent study showed that 87% of millennials “believe that companies should address urgent social and environmental issues.” Not afraid of demanding what they want, more economically privileged millennials often take to spending more to buy better or less harmful products (despite being a low-earning generation in comparison to the baby-boomers.) Others go as far as to boycott brands or consumerist days like Black Friday.

Most millennials love to express themselves on social media and many use this tool in the hope to drive brands to make more transparent, ethical and sustainable decisions. To some degree, it is working. Many bigger companies are taking to satisfying their millennial consumer through greener actions and [green marketing](#),

<https://sumas.ch/millennials-and-sustainability/>

