



PO Box 16193  
Collins Street West VIC 8007

23 May 2014

Committee Secretary  
House of Representatives Standing Committee on Agriculture and Industry  
PO Box 6021  
Parliament House  
Canberra ACT 2600

Dear Committee Secretary,

**Re: Country of Origin Food Labelling inquiry**

The Consumers' Federation of Australia (CFA) is the national peak body for consumer groups in Australia. CFA's members include legal centres, local and state consumer organisations and public interest bodies. CFA's role is to put the view of its member organisations to government and industry, and to advocate on behalf of consumers.

CFA welcomes the establishment of an inquiry into country of origin food labelling by the House of Representatives Standing Committee on Agriculture and Industry. Improving food origin labelling is a priority for Australian consumers. Under the current framework, confusing and vague claims make it difficult for consumers to make informed decisions about where their food comes from.

CFA would like to endorse CHOICE's submission to the inquiry, which detailed findings from CHOICE about consumers' attitudes towards country of origin labelling.

Specifically, the Consumers' Federation of Australia supports CHOICE's proposal to reform country of origin labelling by simplifying the framework of claims. We also support CHOICE's overarching recommendation that a stakeholder reference group be established to explore options for reforming country of origin information, including CHOICE's proposal.

Please do not hesitate to contact me on [chair@consumersfederation.org.au](mailto:chair@consumersfederation.org.au) if you wish to discuss this matter further.

Yours sincerely,

**Jo Benvenuti**  
Chair  
Consumers' Federation of Australia