

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

4 – 6 June 2013

Question: BET 104-105

Topic: Barossa Ridge Eggs

Written: 14 June 2013

Senator EDWARDS asked:

104. Is the ACCC aware of the recent incident where VICTORIAN cage eggs with the label Barossa Ridge were sold in an IGA Store in the Barossa Valley?
105. The company uses a picture of a vineyard on its packaging to further infer that the eggs are produced in the Barossa, despite the small print revealing they are packaged by Farm Pride, Keysborough, Victoria.
- Given the misleading conduct of this company is this something the ACCC will be investigating?

Answer:

104. The ACCC is aware of the concerns raised in relation to Barossa Ridge labelled eggs sold in South Australia where it is alleged that the eggs originate from Victoria.
105. The ACCC has been liaising with the South Australian Office of Consumer and Business Services which investigated the matter. The matter has now been resolved with the product having been withdrawn from sale and existing packaging destroyed.