

Hon Kate Wilkinson

Re: Labelling Logic

Consumer NZ with its Australian counterpart Choice believe the Review of Food Labelling Law and Policy (2011) Report sets out a sound framework for reform of food labeling.

It strongly articulates a role for food labelling in supporting broader population health initiatives and we strongly support that.

Additionally the report has provided clear policy direction around one of the most vexed food labeling issues of the last 20 years –health claims regulation.

While governments have struggled to regulate the sector, there has been a proliferation of claims in the market place, which are misleading consumers and undermining the capacity to deliver meaningful information to consumers that would assist in addressing population health issues.

We urge you and your colleagues on the Food Regulation Ministerial Council at the meeting in May to direct FSANZ to complete the health claims standard in accordance with the key recommendation of the report **by October this year**: namely that nutrition profiling should be applied to products that carry nutrition content and other health claims. We accept that traffic light labelling will require a longer period for design and implementation.

We also urge you and your colleagues to publically endorse the central theme of the report – ie that food labels need to do their bit as part of a tri-partite (government, industry and community) approach to addressing broader population health needs.

I have attached a paper that sets out Consumer NZ and Choice's early thinking on the report.

We look forward to ongoing dialogue with you.

Yours sincerely

Suzanne Chetwin

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