

The Australasian Food Industry



- Food is safe
- The food industry is highly competitive
- the products are low cost and mainly frequent purchases

The Basic Functions of Food



- 1. Satisfy hunger and thirst**
- 2. Provided enjoyment - the “bliss” factor**
- 3. Social, cultural and recreational activities**
- 4. Protect and Promote Good Health**
- 5. Lifestyle assistance - convenience**
- 6. Customer Differentiation - from others**
- 7. Satisfy - eco/political/religious requirements**
- 8. Reward others – “thank you” treat**

Regulations

- relevant to food industry



Protect public health and safety

Prevent fraud/deception

Meaningful information in market

(protect agriculture/environment)

Criteria for Regulations



minimal regulatory burden

regulatory impact–cost/benefit analyses

predictable outcomes — performance-based

compatibility, consistency with international stds - WTO

accountability — Ministers must obtain full agreement of their Governments, consultative and transparent

compliance and enforcement — must be enforceable;

minimal impact on competition

sound scientific basis— risk assessment and enforcement

Food Review Principals



- reduce the level of prescriptiveness;
- develop standards which are easier to understand;
- replace standards which regulate individual foods with standards that apply across all foods or a range of foods;
- consider the possibility of industry codes of practice as an alternative to regulation; and
- facilitate ANZ harmonisation of food standards.

Fallacies and Costs



mandatory labelling which “failed” cost benefit assessment

small business exemption sought – to mitigate costs
ie compliance with Standards based on size of business

Labelling reinforcing myths – ie specific labelling of sugar

Continued prohibition on valuable, truthful information

Costly segregation of food products for no public benefit

Criticisms of the Technologies



“This process changes the properties of the food. Possibly dangerous substances could be formed”

“This process could be carelessly done. Accidents could happen”

“This process will increase the price of the product. It is not necessary. We have direct and prompt food distribution systems”

“We must not meddle with nature”

“This process diminishes the nutritive value of the food”

ANZFA Act 1991



Provides the fundamental policy – agreed by Parliament

- protection of public health and safety**
- prevent fraud and deception**
- adequate information for informed choice**

Labelling - Priorities

