

**21 April 2011**  
**[8-11]**

**APPLICATION – ADMINISTRATIVE ASSESSMENT**

<b>PA1058</b>	<b>Date Received:</b> 15 March 2011 <b>Date Due for completion of Administrative Assessment:</b> 5 April 2011 <b>Date Administrative Assessment Completed:</b> 4 April 2011	
<b>Applicant:</b> Coles Supermarket		<b>Potentially Affected Standard in the Code:</b> Standard 1.3.2
<b>Title:</b> Fortification of Breakfast Cereal Products  <b>Brief Description of Application:</b> To allow the fortification of ready-to-eat breakfast cereal products with vitamins D, B <sub>5</sub> and B <sub>12</sub> .		
<b>Procedure:</b> <b>Major Reasons why:</b> The Applicant is seeking the addition of permitted forms of vitamins to breakfast cereal. While the risk assessment is not likely to be complex, the risk management issues associated with permitting additional vitamins to RTE breakfast cereals are likely to require extensive consultation, including targeted consultation with key stakeholders or special interest groups.	<b>Estimated total hours:</b> <b>&gt;1200 hours</b> <b>Reasons why:</b> To accommodate two rounds of public consultation as well as the anticipated extent of targeted consultation that is likely to be required.	<b>Estimated start work:</b> N/A

***DECISION***

<p><b>Application rejected</b></p> <p><b>Date:</b> 4 April 2011</p> <p><b>If rejected, list reasons for rejection:</b>          The Application did not meet the mandatory information requirements under subsection 22(2) of the FSANZ Act which are set out in Part 3 of the FSANZ <i>Application Handbook</i>. The Administrative Assessment does not consider the merits of the Application.</p>
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**Has the Applicant claimed Confidential Commercial Information status?**

Yes  No

**What documents are affected?**

Pages 38-39 in the Application and Appendix 10.

**Has the Applicant provided justification for Confidential Commercial Information status?**

Yes  No

**Is the Application for a High Level Health Claim?**

Yes No

**Has the Applicant sought special consideration e.g. novel food exclusivity, two separate applications which need to be progressed together e.g. a novel food and a related high level health claim.**

Yes No

### ***Charges***

**Does FSANZ consider that the Application is subject to ECCB?**

Yes No

**Does the Applicant want to expedite consideration of this Application?**

Yes  No

The Applicant has stated the "full cost of processing the application will be paid".

### ***Application Handbook Requirements***

**Which Guidelines within the Part 3 of the *Application Handbook* apply to this Application:**

3.1 General requirements, 3.3.3 Nutritive substances

**Does the Application meet the requirements of the relevant Guideline/s?**

Yes No

**Is the checklist completed?**

Yes  No

**What information is not provided?**

FSANZ requires further information to meet the requirements of the relevant guidelines in Section 3.3.3. Specifically, additional information is needed to:

1. justify the requested maximum level for pantothenic acid
2. inform the likely uptake of the new fortification permissions
3. adequately assess the nutritional impact of the vitamins
4. adequately assess the potential impact on consumer understanding and behaviour.

The Applicant has also not indicated the assessment procedure it considers appropriate for this Application (Section 3.1.6), although they indicated that this was done in the checklist.

**Does the Application relate to a matter that may be developed as a food regulatory measure, or that warrants a variation of a food regulatory measure?**

Yes  No

**Is the Application so similar to a previous application or proposal for the development or variation of a food regulatory measure that it ought not to be accepted?**

Yes No ✓

**Did the Applicant identify the Procedure that, in their view, applies to the consideration of this Application?**

Yes No ✓

**Other Comments or Relevant Matters:**

***CONSULTATION & ASSESSMENT TIMEFRAME***

**Consultation Strategy:**

N/A

**Community  
Involvement  
Category:**

N/A

**Proposed Timeframe for Assessment:** N/A