



Australian Food and Grocery Council
APPLICATION – EXECUTIVE
SUMMARY

JULY 2014

TO:

FOOD STANDARDS AUSTRALIA NEW ZEALAND (FSANZ)

IN RELATION TO:

**APPLICATION TO AMEND STANDARD 1.2.7 – NUTRITION,
HEALTH AND RELATED CLAIMS**

Australian Food and Grocery Council

EXECUTIVE SUMMARY

The AFGC is making this application to amend Schedule 1 of Standard 1.2.7 – Nutrition, Health and Related Claims of the Australia New Zealand Food Standards Code (hereafter the Code).

The AFGC is requesting additions to columns 2 and 4 of Schedule 1 for Dietary Fibre to reset the commencement date for nutrition content claims about dietary fibre to 18 January 2017, a 12 month extension to the current commencement date of 18 January 2016.

This amendment will provide for the full three year transition period allowed for Standard 1.2.7 on commencement in January 2013 for dietary fibre claims.

The transition period for dietary fibre claims has effectively been shortened by 12 months due to the consultations carried out by FSANZ during 2013. The proposed change brings the transition period for dietary fibre in line with the transition period allowed for the remainder of Standard 1.2.7 and will provide industry with an adequate period of time to in which to address the challenges and financial impacts resulting from the increased levels of dietary fibre required.

The revised effective date for the changes to dietary fibre claims may provide a benefit to consumers in that companies will have longer to phase in the changes with the potential for less impact to current products. For example, the ability to reformulate to meet increased fibre levels may result in products maintaining claims rather than claims being “downgraded” and causing consumer confusion. Alternatively, companies will have more time to communicate product changes to consumers thereby reducing the potential for confusion.

The proposed amendment places no additional economic burden on consumers as dietary fibre will be labelled and consumers can choose if they wish to purchase a product containing dietary fibre and assess the level of dietary fibre available by reviewing the nutrition information panel (NIP).

The proposed amendment benefits industry in allowing the full 3 year transition period in which to implement changes to products and packaging rather than the current 2 year period which has resulted from the consultation conducted during the actual transition period. The proposed amendment places no additional economic cost on business.

The proposed amendment places no additional regulatory costs on government beyond the initial regulatory cost of approving the application and amending the Code.

The AFGC has the support of the following of the following organisations in relation to this application:

- Grains and Legumes Nutrition Council
- New Zealand Food & Grocery Council
- Food and Beverage Importers Association

Australian Food and Grocery Council

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