

## submissions

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**From:** standards.management@foodstandards.gov.au  
**Sent:** Monday, 12 October 2015 4:10 PM  
**To:** standards management  
**Subject:** FSANZ: Applications and Submissions - Submission [SEC=INCONFIDENCE]  
**Attachments:** Pureharvest Submission - A1104.docx



### **FSANZ: Applications and Submissions - Submission**

**Monday, 12 October, 2015**

**1. Assessment Report Number:** A1104

**2. Assessment Report Title:** Voluntary Addition of Vitamins & Minerals to Nut- & Seed-based Beverages

**3. Organisation Name:** Ceres Natural Foods T/A Pureharvest

**4. Organisation Type:** Food Manufacturer

**5. Representing:** Ceres Natural Foods T/A Pureharvest

**6. Street Address:** 32 Lardner Road Drouin VIC 3818

**7. Postal Address:** P.O. Box 178 Drouin VIC 3818

**8. Contact Person:** [REDACTED]

**9. Phone:** 03 5625 6100

**10. Fax:** 03 5625 4008

**11. Email Address:** [REDACTED]

**12. Submission Text:** Pureharvest is generally supportive of proposed application A1104 - Voluntary Addition of Vitamins & Minerals to Nut- and Seed based Beverages. We are a manufacturer of non-dairy milk products, including soy, rice, and almond based beverages. We agree with the reasoning behind extending the fortification of soy and cereal beverages to nut and seed based ones, as they are produced in largely the same manner, and are looked at by our consumers as a related products with similar expectations. We support the suggestion of FSANZ to put the required protein level for enrichment at 0.3%, rather than the application's 0.2%. Additionally we would suggest that a limit be set for nut and seed based beverages regarding the ingredient quantity for nuts and seeds. Currently there are some products available to the public marketed as nut or seed based beverages that have little more than nut essences or flavourings. Having a minimum limit for the nut/seed ingredient in these enriched beverages, such as 4%, would help consumers choose enriched products with greater nutritional value.

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