



Food Standards Australia New Zealand
PO Box 7186
CANBERRA BC ACT 2610
Australia

Consultation Paper – Labelling Review Recommendation 17: Per serving declarations in the nutrition information panel

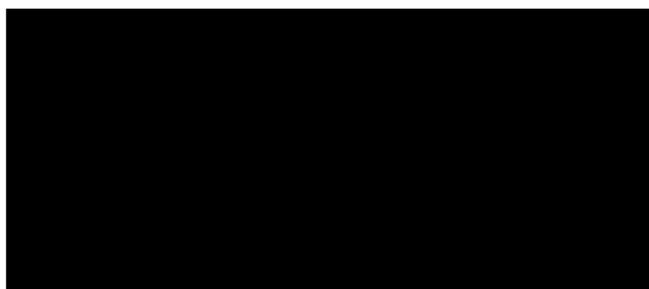
The Chamber of Commerce and Industry of Western Australia (CCI) is the peak body representing employers in Western Australia. We represent more than 9,200 small, medium and large businesses, not for profits and government enterprises across the economy and from all regions of WA. We strive for the pursuit of free enterprise and our Vision is for Western Australia to be a world-leading place to live and do business.

Regulation is a significant issue for the food manufacturing sector in Australia, and often acts as a barrier to entry for small business which makes up the majority of the sector. CCI members have consistently raised food labelling as an important regulatory issue, given the significant additional costs that changes to labelling impose on food processors.

In this regard, CCI supports recommendation 17 of the 2001 Labelling Logic: Review of Food Labelling Law and Policy, to remove the mandatory requirement to declare in the nutritional panel the amount of nutrients per serve.

While there is limited scientific research to support the mandatory application or removal of serving size information, the current requirements are subjective and may lead to inconsistent interpretation by consumers. While the current requirements to declare the amount of nutrients per serve are intended to help consumers make informed decisions, the inconsistency of "serving size" between products means that there is limited ability to use this information for the purpose of comparative objective analysis between food products on serving size alone. Where per serving information in the nutrition panel provides value to consumers, food manufactures should be able to provide that information voluntarily.

Thank you for the opportunity to provide a submission to the Consultation Paper – Labelling Review Recommendation 17: Per serving declarations in the nutritional information panel. Should you require any further information please contact [REDACTED], Manager, Economics, Policy and Advocacy [REDACTED]



180 Hay Street East Perth
Western Australia 6004

PO Box 6209 East Perth
Western Australia 6892

Ph: (08) 9365 7555
Fax: (08) 9365 7550

email: info@cciwa.com
www.cciwa.com

ABN 96 929 977 985