



*Australian Dairy Industry Council Inc.*

## Media Release

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**Friday 1 April 2016**

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**Revised labelling laws progress toward a clearer system**

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**For Immediate Release**

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The Australian Dairy Industry Council (ADIC) has acknowledged the revised country of origin labelling system, announced by the Federal Government yesterday, as a positive move toward providing consumers with a clearer understanding of where their food comes from.

ADIC Chair, Simone Jolliffe said the industry provided significant feedback to the proposed system to Government, some of which is reflected in the announced laws.

“We are pleased to see the revised laws will allow for a minimum transition period of two years. This will ease implementation for manufacturers, allowing stocks of existing labels to run out and help ensure that unreasonable regulatory costs are avoided,” Mrs Jolliffe said.

“It will also allow for the development of an education campaign to properly inform consumers about interpreting the new system, so that they can make sound choices.”

The ADIC also expressed its appreciation for the opportunity to state the percentage of Australian product under the revised labelling system.

“The increased flexibility of the sliding scale system as well as the accompanying descriptions of Australian ingredient content on packaging is a positive improvement.”

The ADIC looks forward to reviewing the full detail of the proposed changes to fully understand the impact on Australian dairy products and ensure implementation of the system works for consumers, customers and the Australian dairy industry.

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The Australian Dairy Industry Council (ADIC) is the dairy industry's peak policy body. It co-ordinates industry's policy and represents all sectors of the industry on national and international issues through its two constituent bodies, Australian Dairy Farmers Ltd (ADF) and the Australian Dairy Products Federation (ADPF). It aims to foster, promote and protect the interests of the Australian dairy industry by driving a whole of industry approach to dairy policy and the development of the dairy industry.

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