

29 July 2011

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

Email: standards.management@foodstandards.gov.au

Dear Standards Management Officer

Re: Coles Submission on Proposal P1011 Country of Origin Labelling – Unpackaged Meat Products

Thank you for the opportunity to comment on the above Proposal P1011.

Coles understands the purpose of the Proposal P1011 is to vary Standard 1.2.11 – Country of Origin Requirements in the Australia New Zealand Food Standards Code to require country of origin labelling for unpackaged beef, sheep and chicken meat to address an inconsistency in the application of labelling requirements for these products.

Coles supports clear and unambiguous food labelling so that our customers can make informed food choices when shopping in our 740 stores across Australia.

Coles has reviewed the four options in the Assessment Report and supports Option 2A because this will ensure a more consistent labelling approach across the retail industry.

Please find below some further comments for your consideration.

Coles delicatessens

Coles already has country of origin labels on all of its unpackaged meat in our delicatessens. For consistency, we made a decision to voluntarily include all unpackaged meat when the mandatory country of origin labelling requirements for unpackaged fish, fruit and vegetables, and pork commenced in 2006.

Coles meat servery

In our stores that have a meat servery, all of our unpackaged beef, lamb and chicken is Australian. Coles has prominent signs that can be easily seen by customers that clearly and unambiguously state that our meat is Australian. Given that all of our unpackaged meat is in this area of the supermarket is Australian, we do not believe any change would be required to signage.

However, if any new signage is required on or in connection with the display of food we request that this be consistent with the delicatessen font size requirements (i.e. at least 5mm for food in a refrigerated assisted service display cabinet).

Coles believes the proposed six month transition would provide our business with sufficient time to implement the necessary changes and systems in order to ensure compliance.

In conclusion, Coles supports the extension of mandatory country of origin labelling to unpackaged meat so that consumers will have access to consistent across the retail industry.

Should you wish to discuss our submission, please contact me on 03 9829 3753 or via email jodi.dixon@coles.com.au.

Yours sincerely



Robert Hadler
General Manager Corporate Affairs
Coles Supermarkets