

Part B – Question for all stakeholders

Question 10

Please indicate your preference for the commencement date of the provisions in Standard 1.2.7 – Nutrition, Health and Related Claims for nutrition content claims about dietary fibre.

Please check the appropriate box.

- ☒ **Retain** 18 January 2016
- ☐ **Change** to 18 January 2017
- ☐ **No preference** for either date

Please state your reasons in the box below.

Reasons to support your answer
<p>The Cancer Society of New Zealand (CSNZ) supports initiatives to help New Zealanders make healthy food choices. We support the retention of the 18th January 2016 for nutrition content claims about dietary fibre (DF) and the more rigorous criteria that processed foods must meet in order to make any DF claims from this date.</p> <p>Retention of the 18th January 2016 is one small step that may help consumers chose healthier foods.</p> <p>We highlight to FSANZ that:</p> <ul style="list-style-type: none">• the risk of many cancers increases with increased weight http://www.dietandcancerreport.org/expert_report/report_contents/index.php• 64% of New Zealand adults are overweight or obese (http://www.health.govt.nz/nz-health-statistics/health-statistics-and-data-sets/obesity-data-and-stats)• a diet high in fibre can reduce the risk of obesity, some cancers (including bowel cancer) and other common non-communicable diseases including type 2 diabetes and cardio-vascular disease.