

submissions

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FSANZ: Applications and Submissions - Submission

Thursday, 26 September, 2013

- 1. Assessment Report Number:** Proposal P1025
- 2. Assessment Report Title:** Variation to ANZ Food Standards Code (Code)
- 3. Organisation Name:** Peckham's Cider
- 4. Organisation Type:** Food Manufacturer
- 5. Representing:** Peckham's Cider
- 6. Street Address:** 127 Neudorf Road Upper Moutere
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12. Submission Text: Peckham's Cider's Submission on Proposal P1025: Variation to ANZ Food Standards Code (Code) Peckham's Cider, Upper Moutere, Nelson make the following submission on Chapter 2, Part 7, Division 3 of the Draft Variation to the Code. We feel that revision of the Code comes at an opportune time in the cidermaking sector which has seen rapid development in recent years. We are of the opinion that the intertwining of the relationship between fruit wines, meads and ciders are historical and that ideally, ciders should be defined separately. However, we also understand that the intent of Proposal P1025 is not to alter the underlying intent of the Code, and we submit that the following points simply clarify existing practice and understanding of the Code. The majority of consumers assume that ciders and perries are the fermented juice of apples and pears, much as grape wine is the fermented juice of grapes. In reality, most ciders available in New Zealand have low juice contents. We understand that some contain as little as 10% juice, with the majority of alcohol derived from the fermentation of added non-fruit sugars. Not only is the labelling of such products as cider misleading to consumers, but it also brings cider into disrepute. Such ciders are a relatively cheap source of alcohol and prone to abuse. New Zealand is renowned for the excellence of its apples and there is significant potential for the development of high quality, high value and high juice content ciders for the domestic and export markets. Modest revision of the Standards resulting from the current review could nudge the industry in a healthier and

more beneficial long-term direction. Removing the ability of cidermakers to use additions allowed in fruit wines and being specific about additions permitted in cider, would achieve a great deal. In particular we see no place for alcohol to be listed as a permitted addition. Currently proposed chapter 2, part 7, division 3, section 2.70 paragraph 3 reads: cider means the fruit wine prepared from the juice or must of apples and no more than 25% of the juice or must of pears. We propose that this be amended to: cider means a food prepared from the complete or partial fermentation of the juice or must of apples and no more than 25% of the juice or must of pears, with the addition of any of the following: apple and/or pear juice and/or apple and/or pear juice products; sugars with no more than 3kg/hl being added pre fermentation; water Such a move would encourage the development of higher juice content ciders and would discourage the production of artificially fortified, higher alcohol cider.

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