

submissions

From: [REDACTED]
Sent: Thursday, 25 August 2016 11:55 AM
To: submissions
Cc: [REDACTED]
Subject: WA Police submission re Proposal P1042 - Low THC Hemp Seeds as Food

Dear Sir/ Madam,

I write on behalf of WA Police in response to the offer to provide a submission on Proposal P1042.

In preparing this proposal Food Standards Australia New Zealand (FSANZ) were asked to consider:
"policy advice relating to restricting the marketing and advertising of low THC hemp as a food, in particular, the following point is not in line with government policy:

- the use of the cannabis leaf...that suggests or implies a link with illicit cannabis in any marketing or advertising of hemp seed food"*

Proposal P1042 considers these matters in Section 2.4: Labelling and Advertising and concludes – *"FSANZ does not propose additional regulatory measures in the Code for the labelling and advertising of low THC hemp seed foods"*.

The reasons behind their conclusion are:

- they have not identified any scientific evidence of risk relating to consumer perception and link to illicit cannabis
- imposing regulation is outside the scope of food regulation measures made under the FSANZ Act

WA Police does not agree with the above conclusion. It is not adequate to prevent the cannabis leaf logo being displayed in order to advertise and highlight hempseed in food products in supermarkets which would contribute towards normalising the (illicit) cannabis culture. Stringent, additional regulatory measures are absolutely necessary to prevent this situation developing to the detriment of the Community; particularly young people.

WA Police reiterate our comment made in a previous submission (to A1039):

- There may be no evidence but it is common sense that the cannabis leaf symbol is strongly associated with illicit cannabis use and associated subculture (smoking implements etc).
- The increased visibility of the cannabis leaf symbol on hemp food products (eg in supermarkets) also normalises the cannabis culture and contributes to the 'acceptance of cannabis'. It also exposes juveniles to this marketing and the conflicting message of an illicit product being associated with a food item approved for human consumption.

Thank you for the opportunity to make this submission.

[REDACTED]
Manager – Alcohol & Drug Coordination Unit
Licensing Enforcement Division – WA Police

[REDACTED] [REDACTED]
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