

TASKFORCESUBMISSION: submission

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POSITION: Director Public Affairs

ORGANISATION: Campbell Arnott's

SUBMISSION1: Campbell Arnott's supports the Australian Food and Grocery Council's submissions to the Taskforce. We also provide this additional submission highlighting our own experiences in responding to our consumers interests in wellness.

Arnott's is a much-loved Australian brand because of our well-deserved reputation for quality, great taste and innovation.

We take our consumers needs very seriously and that is why we continue to develop new products and improve product formulations to help Australians enjoy a balanced diet.

How can key players be engaged?

The importance of industry/government/health services co-operation cannot be overstated.

Sustainable change in food supply requires certainty for long-term planning, considerable industry resources and appropriate consumer demand.

The Australian food manufacturing industry has developed a well-deserved reputation for innovative, high quality food production. This should be nurtured and supported, including through recognition of new voluntary industry initiatives such as front-of-pack labelling and the Responsible Children's Marketing Initiative.

Are the priorities for action appropriate?

Reshape industry supply and consumer demand towards healthier products

Campbell Arnott's supports the broad goal of ensuring accessibility of healthier products and recreation opportunities.

However, we do not support increasing taxes for energy dense foods nor further regulation of food content, because:

- The taxation system already positively discriminates for foods through GST exemptions for fruit, vegetables, milk, bread, meat and other basic products;
- Heavy handed regulation will stifle innovation and long-term investment in the food manufacturing industry; and
- Treat products can have an appropriate place within a balanced diet and lifestyle.

The Australian food industry is already responding to demands for healthier products. For example, responding to school canteen nutrition guidelines, Arnott's has reformulated the Tiny Teddy range, nearly doubling the average fibre content (from 6gm to almost 11gm per pack).

Arnott's has also established a dedicated team focused on the development of foods containing whole grains. Campbell's and Arnott's have both introduced whole grain products into their range. For example, Vita-Weat Grain Snacks contain up to 27% of the whole grain daily intake per serve.

To further build on the schools range and provide healthier snack options, we developed an all natural, whole grain snack under the Vita-Weat brand which meets the nutrient criteria of FOCiS (Federation of Canteens in Schools).

Campbell's has gradually reduced the sodium content of Country Ladle and Chunky Soups to less than 300mg/100g. In the first year since the reformulation, 11500kg of salt has been removed from the food supply. Similarly, Arnott's has reduced the sodium content of Barbecue Shapes by 20%.

The current Food Standards Code prevents industry from informing consumers of the health benefits of many of its products. Allowing the application of general level health claims could help in changing consumer behaviour, ensuring viability of better for you products.

Protect children and others from inappropriate marketing

As a signatory to the industry's recently announced Responsible Children's Marketing Initiative, Campbell Arnott's will not advertise food and beverage products to children under 12 unless they represent healthy dietary choices.

Improve public education and information

Campbell Arnott's supports the Australian food industry's development of a front-of-pack percentage daily intake labelling system to help consumers achieve a balanced diet. Arnott's Vita-Weat crispbreads, Grain Snacks, Monte Carlo and Milk Arrowroot already incorporate this labelling, with further products to follow over the next two years.

Develop a national food strategy

Campbell Arnott's supports long-term, holistic planning for the Australian food industry - a-whole of supply chain approach, which would include consideration of economic and environmental sustainability from paddock to plate.

PRIVACY: yes

SUBMIT: Submit