



19th October 2012

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

Re: Application 1070 - pack size for phytosterol enriched lower fat cheese

On behalf of Lion's dairy and drinks business, which manufactures a range of food and beverage products including Dairy Farmers, Coon, PURA Milk and Yoplait, I write in support of Application 1070 (Packaging Size for Phytosterol-enriched Lower Fat Cheese), submitted to FSANZ by Kraft Foods.

The Application relates to phytosterol-enriched lower fat cheese, and proposes the removal of the current restriction on portion weights of these products.

We support the removal of the portion weight restriction on the basis that:

- There is no evidence that there are any safety concerns around the consumption of phytosterol-enriched foods, and therefore an 'acceptable daily intake' measure is not warranted;
- It will increase the availability of products such as these – and potentially lower their cost – making the health benefits derived more accessible to Australian consumers; and
- It will bring Australian regulation in line with the European Union and the United States, where no portion weight restrictions apply.

To note: we support this Application on the understanding the removal of packaging restrictions is 'generic' to phytosterol enriched lower fat cheese.

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Yours sincerely

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