



Nestlé

Nestlé Submission

Application A1090

Voluntary Addition of Vitamin D to Breakfast
Cereal

February 2015

[REDACTED]
Regulatory Affairs Manager

[REDACTED]

Executive Summary

This submission is made on behalf of Nestlé Australia Ltd and Nestlé New Zealand Ltd., and Cereal Partners Worldwide (CPW).

Nestlé welcomes the opportunity to provide comments in response to the Application A1090 on the Voluntary Addition of Vitamin D to Breakfast Cereal.

Breakfast cereals are a suitable vehicle for fortification being a core food consumed by many Australians and New Zealanders. Permitting the addition of Vitamin D to breakfast cereals would have the positive effect of increasing the daily intakes of this vitamin (reducing deficiency where relevant) and conferring potential health benefits across these populations.

Nestlé and CPW support the voluntary addition of Vitamin D to breakfast cereals.

As the FSANZ report states, there is no risk to health and safety in permitting voluntary addition of Vitamin D to breakfast cereals, and in fact this would benefit the sector of the community in Australia and New Zealand that is deficient in Vitamin D.

Many other countries permit such addition, and this proposal is supportive of harmonised regulations, innovation and international trade.

CPW manufactures in Australia over 50 breakfast cereal products for the Australian and New Zealand markets.

These cereals all meet nutrition profiling as set out in Standard 1.2.7 Nutrition and Related Claims Standard, and are therefore categorised as healthy enough to carry health claims. In addition, according to the recently endorsed Health Star Rating front of pack labelling system, all CPW cereals score greater than 3 ½ stars, with the majority scoring 4 stars.

All CPW cereals contain a source of fibre and whole grain (many are more than 50%) and meet the Heart Foundation Tick criteria, as well as meeting the Australian Food & Health Dialogue's sodium target of < 400 mg / 100g.

These products are an ideal vehicle to enhance the already healthy breakfast choice of many Australians and New Zealanders, and the draft regulatory measure of permitting voluntary addition of Vitamin D to breakfast cereals is supported.