



20 November 2014

Project Officer Standard 1.2.7  
Food Standards Australia New Zealand  
PO Box 10559  
The Terrace  
WELLINGTON 6143

FS350-117-1101

Dear Sir/Madam,

#### **Application A1101 – Call for Submissions – Commencement of Dietary Fibre Claim Provisions**

Thank you for the opportunity to comment on this consultation paper. The Ministry for Primary Industries (MPI) has the following comments to make:

MPI supports retaining the current commencement date (18<sup>th</sup> of January 2016) of the provisions in Standard 1.2.7 – Nutrition, Health and Related Claims for nutrient content claims about dietary fibre.

#### **Implementation and enforcement**

In the 2012 Food Standards Australia New Zealand (FSANZ) Review Report P293, FSANZ planned to prepare a proposal to consider the qualifying criteria for nutrient content claims about dietary fibre as part of the work to complete during the three year transition period. This process was completed during the first year of the transition period and the applicants were notified of FSANZ's decision to maintain the qualifying criteria at the end of 2013 leaving two years in the transition period, which in our view, is adequate to allow for stock in trade. It is also important to acknowledge that some manufacturers have implemented the provisions in Standard 1.2.7 on nutrient content claims about dietary fibre within the first two years of the transition period (currently in place).

In 2014, a large proportion of the breakfast cereals and breads available for sale in New Zealand have nutrient content claims about dietary fibre (University of Auckland NutriWeb 2014). From January 2016, food products containing less than four grams of dietary fibre per serving will no longer be eligible to make claims about the food product being a "good source of dietary fibre". However, under Standard 1.2.7, foods are still eligible for a nutrient content claim about the food product being a "source of dietary fibre" if a serving of the food contains at least two grams of dietary fibre. For foods that contain less than two grams of dietary fibre per serving there is still the provision to add the amount of dietary fibre in the nutrition information panel.

A sizeable proportion of the breakfast cereals and breads with claims about dietary fibre also contain other nutrient content or health claims (University of Auckland NutriWeb 2014), some of which will need to be altered

or removed from the food label in order to comply with the provisions in Standard 1.2.7. Therefore, manufacturers could use this as an opportunity to make the appropriate changes to the dietary fibre claims to reflect the provisions in Standard 1.2.7 by the end of the three year transition period – 18<sup>th</sup> of January 2016.

Finally, from a practical point of view, it would be more straightforward if all nutrition, health and related claims have the same date of commencement in order to align with MPI's implementation and enforcement plans.

In response to the specific question:

#### **Question 10**

MPI would prefer to retain the commencement date of the provisions for dietary fibre in Standard 1.2.7 of 18<sup>th</sup> January 2016 for the reasons mentioned above.

Yours sincerely,

A large black rectangular box redacting the signature of the Manager Food Science and Risk Assessment.

**Manager Food Science and Risk Assessment**