

## Humphries, Cathie

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**From:** Brad.Fowler@incitecpivot.com.au  
**Sent:** Friday, 1 January 2010 7:56 PM  
**To:** submissions  
**Subject:** SUBMISSION re: Proposal P1007 Primary Production & Processing Requirements For Raw Milk Products

Hello,

I would like to provide my comments on the above proposal and respond to the questions within.

Although on company email, these views are personal and do not represent the views of my company. They are, however, representative of my immediate household (2 people) and the general feeling of my circle of acquaintances (approx 20 - 25 people, of varying professional and economic backgrounds)

### **Would Australian consumers benefit from a greater range of cheeses and dairy products?**

Definitely. Being a qualified chef and having worked in the Hospitality Industry for many years, it is plain to see that there is a move towards good quality, fresh food and that consumers are looking to expand their culinary horizons. Having an expanded selection can only be good for the consumer & for small business. In addition to this, having a larger selection of dairy products & cheeses would be extremely beneficial for our restaurant industry, as our chefs would have more choice when creating recipes.

Further to this, I believe it in the best interests of everyone to be able to make their own choices about products. While consumer safety is important, you should not automatically exclude products. This serves to take away people's right to choose for themselves.

### **If raw milk cheeses were permitted:**

#### **1. How much would you be willing to pay for such cheeses?**

This is a difficult question to answer, as it is impossible to quantify a price on an as-yet unknown product. I would certainly be willing to pay more than the usual supermarket price for normal cheese.

#### **2. Are you willing to pay more than the cost of current gourmet cheeses?**

Again, a difficult question. The price of current gourmet cheeses varies wildly. Those who buy gourmet foods have always been willing to pay slightly more for a higher quality of product and I'm sure this would be no exception. I would definitely be willing to pay a premium for being able to access 'proper' cheese that hasn't been treated to within an inch of it's life. In saying this though, I would be hesitant if that premium were significantly more than is currently being charged in the marketplace for gourmet items.

#### **3. Are you prepared to pay more if there are added costs in ensuring the safety of raw milk products?**

No. Less work in the manufacturing process (i.e no pasteurisation) is needed for a raw product and consumers will already be paying a premium for a gourmet item. The hygiene levels in our dairies are already very high and I believe that minimal changes would need to be made. Furthermore, there may actually be savings made by the manufacturer in not having to treat the cheese and these savings should offset any additional inspection and/or testing costs to ensure consumer safety.

#### **4. Would you choose to purchase an Australian raw milk cheese over an imported equivalent?**

That would depend on the product itself and several other factors, such as perceived quality, personal experience & tastes, peer recommendations, price, availability & packaging. I certainly wouldn't rule out a product on the basis of it's origin.

In conclusion, I am very much in support of the availability of raw milk, cheese & dairy products. Apart from the many actual and/or perceived health benefits to be gained by the consumption of raw milk & dairy products and, in my opinion and that of many others, the vastly improved *and natural* taste of such products, I believe you are severely restricting a market sector and people's own free choice by prohibiting the sale of these items.

I believe it is the government's job to protect us from threats we cannot face as individuals, such as terrorism, disease and war. It is our job, and our right, as intelligent human beings to make personal choices and part of this job is to

decide for ourselves what we can and cannot consume.

Sincerely,  
Brad Fowler.

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