

Seamons, Colleen

From: Michael [surroundsound5000@gmail.com]
Sent: Tuesday, 23 February 2010 3:37 PM
To: submissions
Subject: Submission regarding Proposal P1007 - Primary Production and Processing Requirements for Raw Milk Products

Categories: Blue Category

3) *Would Australian consumers benefit from a greater range of cheeses and dairy products? Please provide details.*

Not only would Australian consumers benefit from the greater choice, they would also be able to shop for specialty cheeses from local areas reducing their food milage and hence the environmental impact of high end cheese products. Additionally, producing the products *within* Australia means more profit can stay in the country, and we are able to have a more stable foodsource when products are made here.

4) *FSANZ has received comments that raw milk cheeses are likely to be gourmet, high-end market products. Costs associated with ensuring the safety of products may also be passed on to the customer - if raw milk cheeses were permitted:*

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

Because of the benefits outlined above, I would feel comfortable paying more for premium and super-premium gourmet and specialty cheeses produced locally.

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

Absolutely. I always buy locally produced products over equivalent imported products.

Regards,
Michael Joseph Kelly
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