

Seamons, Colleen

From: Jo Taylor [jokicksbutt@hotmail.com]
Sent: Wednesday, 24 February 2010 10:49 AM
To: submissions
Subject: Submission regarding Proposal P1007 - Primary Production and Processing Requirements for Raw Milk Products

Categories: Blue Category

Submission regarding Proposal P1007 - Primary Production & Processing Requirements For Raw Milk Products
Overarching questions:

1) *The overarching scope of the Proposal is assessing the safety of raw milk products using the Category Framework. FSANZ has undertaken a Technical Assessment based on three Risk Assessments (Raw Cow Milk, Raw Goat Milk and Raw Milk Cheese), a Consumer Study and Nutrition Assessment - Can you identify any aspects we have not covered at this point?*

The Proposals exaggerate the risks of raw milk products.

They state that "Because of the potential for raw milk to be contaminated with pathogens, raw milk and products made from raw milk present a high level of risk to public health and safety if there are no control measures to manage the microbiological hazards that may be present."

It is a false assumption that the risks are "high level" for raw milk products. A more realistic description for raw milk products is "they present an additional risk to public health and safety compared with products made from correctly pasteurised milk".

2) *We have summarised the impacts by option in Table 1 in the Report. Do you have any comments on the overall assessment? Can you identify other benefits and costs to the affected parties?*

For raw milk cheese, the overall assessment seems to be far more alarmist than the technical assessment suggests. I consider that the technical assessment indicates that all soft cheese should be placed in Category 2, reserving Category 3 for raw drinking milk alone.

Consumers:

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

Yes, these products are amazing and add to the already brilliant range of food available in Australia. Our produce is superior to many countries that allow these cheeses and dairy products and would only improve the reputation of Australian food and produce worldwide.

Australian consumers will be able to eat these beautiful products without having to travel overseas, and would add another dimension to produce already available.

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:*

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

Depends on quality and availability. I would be willing to pay a fair price to ensure producers are able to earn a living from their trade and continue to innovate and provide for all Australians.

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

*Depends on *Submission regarding Proposal P1007 - Primary Production & Processing Requirements For Raw Milk Products**

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a. How much would you be willing to pay for such cheeses?

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

I will pay a price that is fair based on availability and quality.

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

It would depend on how these costs are constructed and if they have proven that the original product is actually unsafe

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

Yes

Kind regards

Joanna Taylor

e. jokicksbutt@hotmail.com

t. 0410 928 575

a. 75 Marriott St, Redfern NSW 2016

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