

**22 August 2013**

**[16-13]**

**Administrative Assessment Report –Application A1090**

Addition of Vitamin D to Breakfast Cereal

|  |
| --- |
| **Date received: 27 June 2013****Date due for completion of administrative assessment:** 18 July 2013**Date completed: 18 July 2013** |
| **Applicant:** DSM Nutritional Products | **Potentially affected Standard:** 1.3.2  |
| **Brief description of Application:**To permit the addition of vitamin D3 to breakfast cereals |
| **Procedure:** General Level 4  | **Estimated total hours:** 1150Reasons why**:*** Fortification can be contentious.
* Vitamin D is a topical issue and likely to attract significant stakeholder interest.
 | **Estimated start work**: March 2014 |

***Decision***

|  |
| --- |
| **Application accepted****Date: 18 July 2013** |

|  |
| --- |
| **Has the Applicant requested confidential commercial information status?** Yes No ✔ |

***Charges***

|  |
| --- |
| **Does FSANZ consider that the application confers an exclusive capturable commercial benefit on the Applicant?**Yes No ✔ |
| **Does the Applicant want to expedite consideration of this Application?**Yes No Not known ✔ |

***Application Handbook requirements***

|  |
| --- |
| **Which Guidelines within the Part 3 of the *Application Handbook* apply to this Application?**3.1, 3.3.3 **Is the checklist completed?**Yes ✔ No **Does the Application meet the requirements of the relevant Guidelines?** Yes ✔ No **If no, where did the application fail to meet requirements?***
 |
| **Does the Application relate to a matter that may be developed as a food regulatory measure, or that warrants a variation of a food regulatory measure?**Yes ✔ No  |
| **Is the Application so similar to a previous application or proposal for the development or variation of a food regulatory measure that it ought not to be accepted?**Yes No ✔  |
| **Did the Applicant identify the Procedure that, in their view, applies to the consideration of this Application?**Yes ✔ No **If yes, indicate which Procedure:** General |
| **Other Comments or Relevant Matters:**The Policy Guideline Fortification of Food with Vitamins and Minerals will apply.  |

***Consultation & assessment timeframe***

|  |
| --- |
| **Proposed length of public consultation period** 1st call for submissions (6 weeks) May include additional targeted consultation with key stakeholders as required. |

|  |
| --- |
| **Proposed timeframe for assessment:** **‘Early Bird Notification’ due: 15 August 2013**Commence assessment (clock start) Early-March 2014Completion of assessment & preparation of draft food reg measure Early-July 2014Public comment (6 weeks) Early-August 2014Board to complete approval Early-December 2014Notification to Forum Mid-December 2014Anticipated gazettal if no review requested Mid-February 2015 |