

23 September 2015


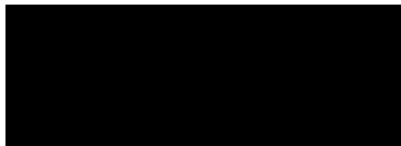
Submission re Proposal 1031 Allergen Labelling Exemptions

Allergy New Zealand supports the proposal, based on the assessed risk to consumers with food allergies as 'negligible'; and that it will lead to greater choice for consumers.

However we feel that the initial confusion and uncertainty for consumers should not be underestimated. Many consumers do not understand the change in context of food allergy, relating to 'protein' as distinct from 'food'; studies have also identified confusion and mistrust of labelling due to voluntary 'may contain' statements.

Therefore we recommend FSANZ develop a communication paper with the input of clinicians and consumer organisations, which we can use to advise our networks and educate consumers with food allergy accordingly.

Yours sincerely



Allergy Advisor
Allergy New Zealand.