

submissions

From: standards.management@foodstandards.gov.au
Sent: Wednesday, 24 September 2014 10:10 AM
To: standards management
Subject: FSANZ: Applications and Submissions - Submission [SEC=INCONFIDENCE]
Attachments: [REDACTED]



FSANZ: Applications and Submissions - Submission

Wednesday, 24 September, 2014

1. **Assessment Report Number:** Proposal P1030 Health Claims
2. **Assessment Report Title:** Formulated Supplementary Sports Foods & Electrolyte Drinks
3. **Organisation Name:** Peter Ridgway
4. **Organisation Type:** Individual
5. **Representing:** Peter Ridgway
6. **Street Address:** [REDACTED]
[REDACTED]

8. **Contact Person:** Peter Ridgway

9. **Phone:** [REDACTED]

10. **Fax:** -

11. **Email Address:** [REDACTED]

12. **Submission Text:** My issue with this proposal is that I question it's necessity. If my understanding is correct, these drinks only really contain the hoped for health benefits for "high-level athletes" (as quoted from a representative of the Australian Beverages Council in the ABC's news report on the issue). They also stated that they are hoping that being able to put these information on the labels will help these athletes make the right decision. a) Is there really enough space on a label to provide sufficient information to allow someone to make a discerning decision (presuming the drinks do have different effects for different athletes)? b) Partially further to a), would the athletes, which are specifically mentioned as the target audience, rely on a companies own determination of the product? I would have thought that most of them would rely on reputable independent sources; either a trainer or nutritionist, given their focus on athleticism. The benefits are apparently already known, at least within the athletics industry; all that is really being sought is to put that on the drinks. Given the above, I do have to admit to being concerned about drinks which are unhealthy for the majority of the population being able to be advertised as healthy, if the only group for whom they are healthy and useful are likely already aware of it, and likely (indeed, hopefully) wouldn't base a decision solely on the companies own labelling. Sincerely, Peter Ridgway

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