

Switch Nutrition

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To whom it may concern,

SUBMISSION - P1054 – Pure and highly concentrated caffeine products Proposal P1054 is a proposal to amend the Australia New Zealand Food Standards Code (the Code) to prohibit the retail sale of pure and highly concentrated caffeine food products.

This recommendation was based on FSANZ's preliminary assessment that such products pose an unacceptably high risk for consumers and as such, there was a need to act to protect public health and safety.

We welcome any changes to the code that protect public health and safety. We take product safety extremely seriously and wish to see a food and health supplement industry where consumers can take supplements free from fears of negative health outcomes.

We object to the proposed maximum limit of a 5% concentration of caffeine for all foods. We believe that 6.5% would be acceptable and still safe for the general consumer. This level will also assist in maintaining our competitiveness with the international market which is driving consumer demand.

We would encourage industry consultation moving forward to ensure the safety and health of the Australian Consumer.

Kind Regards

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Switch Nutrition Managing Director