

Dairy Authority Caution

Dairy Food Safety Victoria (DFS) the independent authority to regulate dairy food safety issued advice recently that dairy products labelled and sold for 'cosmetic' purposes should be used for these purposes only and that the consumption of these products may be unsafe.

DFS Chief Executive Officer, Dr. Anne Astin, said that there are a number of dairy products labelled for 'cosmetic' use which are being sold and promoted by some retailers as a product which could be used for human consumption. This is clearly a concern from a food safety perspective.

"The sale of these types of unpasteurised dairy product for human consumption is prohibited under Australian food laws. Pasteurisation is important as it involves heating the dairy product to a high temperature for a short time which kills or inactivates all pathogens such as E.coli, Salmonella and Listeria. Pasteurisation has little effect on the flavour or nutritional value of the milk." Dr. Astin said.

"It is important that the public are made aware that consuming these types of unpasteurised dairy product may cause illness particularly in pregnant women, young children, the elderly and people that have weakened immune systems. Furthermore, as they are labelled as being for 'cosmetic' use we are unaware of the quality control systems and hygienic practices employed in their manufacture" Dr. Astin said.

Recently, Dairy Food Safety Victoria has undertaken microbiological analyses of some of these products and the results have indicated that they may have the potential to cause illness with high levels of Coliforms, Staphylococci and, in one product, the presence of Listeria. "We will continue to monitor these types of products being sold on the market so that the reputation of the Victorian dairy industry and consumer safety is assured" Dr. Astin concluded.



Deli Sales from Pre-Packaged Bulk Foods

Traveling around the stores it is obvious that there are many ways to merchandise the front of a deli cabinet. Often, retailers use gourmet foods that attract impulse buying to deliver higher gross profit. One enterprising retailer has created their own successful merchandising idea using everyday products.

The award winning Gatton Supa IGA deli has this idea working very well delivering exceptional impulse sales through bulk foods portioned into a range of plastic tubs. The advantages are increased customer value perception resulting in more customers choosing one or multiple tubs.

The range and the expanse of the display area devoted to the concept is very impressive and the sales eclipse the former gourmet lines as more customers are purchasing from the display.

The concept is well worth a look at. Either your deli people may portion out the tubs and label them according to the laws, or purchase pre-packaged from your bulk foods supplier.

John Markham

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