

## Beverage Industry Welcomes FSANZ Recommendation on Fluoride

The Australian Beverages Council has welcomed the proposed permission to voluntarily add fluoride to bottled water.

If granted, the permission will allow the voluntary addition of low levels of fluoride to bottled water at levels consistent with Sydney and Melbourne tap water.

Tony Gentile, chief executive of Beverages Council welcomed the recommendation on behalf of members of both the Council and the Australasian Bottled Water Institute (ABWI).

"This recommendation, when approved, will allow bottlers to develop either new brands or variations of existing brands with added fluoride, this will fill a need for fluoridated bottled water in regions where the local water supply is not fluoridated or where consumers have to rely on tank water. It will also provide consumers with a choice away from home.

"Fluoridated bottled water will be clearly labelled to ensure that consumers who are sensitive to fluoride will be able to clearly identify the product of their choice.

"ABWI will also amend its mandatory good manufacturing code of practice - 'The ABWI Model Code' to provide clear guidelines for bottlers who choose to develop fluoridated bottled water brands. The Model Code is published on the ABWI website [www.bottledwater.org.au](http://www.bottledwater.org.au).

"We look forward to the opportunity to provide consumers with more choices to meet their individual needs", concluded Tony Gentile.



## Survey Shows that 61% of Consumers Buy Organic

A survey conducted by Newspoll has revealed that 61% Australian grocery buyers buy some organic products.

The Newspoll was commissioned by the Organic Federation of Australia, the peak body for the organic sector and was conducted nationally among 966 main grocery buyers.

A previous survey, conducted in 2003 by the University of Central Queensland, showed that 43% of consumers purchased organic products. "This is a 50% increase in buyers in 5 years and confirms the other data that 'organic' is the fastest growing food category in the world." Andre Leu, Chairman of the Organic Federation of Australia stated.

"The organic industry is emerging from a small niche to a significant part of the Australian food industry. A recent report showed that it is worth over \$600 million. When we add flow on industries such as the compost industry that is worth over \$400 million it is easy to see that the organic industry is worth over a billion dollars to the Australian economy."

"The Organic Federation of Australia would like to see industry and governments prioritize organic sector investments so that we can continue to facilitate more viable farms, increase employment and expand the range of organic goods and services across all areas of Australia." Andre stated.

**LASER**

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