

## HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON AGRICULTURE AND INDUSTRY – INQUIRY INTO COUNTRY OF ORIGIN FOOD LABELLING

As part of your inquiry, I invite the Committee to consider related Trade Mark laws impinging on labelling of country of origin of food.

Members of the Committee, and indeed many members of the public, would know that the Goulburn Valley is one of Australia's prominent agricultural areas in Victoria. The sight of the attached label on a bottle of juice in a shop or supermarket fridge would make one immediately think one was purchasing an Australian product, and in doing so, supporting Australian farmers and protecting local jobs. Not entirely true!

A closer inspection of the small print on the back of the label shows that "Goulburn Valley" is a registered trademark of the Coca Cola Company, which is a USA based company, and that the product is made from "imported ingredients". The nearest that anything to do with the product gets to the Goulburn Valley in Victoria is the processing/packaging plant in Northmead NSW!!

Now I imagine these labelling arrangements are within Australia's trade mark laws, but one could readily think they might be deceptive – a deliberate attempt to link a food product made from imported ingredients with a well-known Australian food producing area, in order to have the unsuspecting public, moving quickly through food outlets, purchase the product as though it were from Australian farms.

Referred for your consideration and any action you think appropriate.

Bill Bowron



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*a quality product of The Coca-Cola Company*



MADE IN AUSTRALIA FROM QUALITY IMPORTED INGREDIENTS. STORE IN A COOL PLACE. FOR BEST BEFORE DATE SEE NECK OF BOTTLE. SHAKE WELL BEFORE USE. SERVE CHILLED. REFRIGERATE AFTER OPENING.

**10c**  
REFUND AT  
COLLECTION  
DEPOTS WHEN  
SOLD IN S.A. 

13294946

**Goulburn Valley®**

**ORANGE JUICE**



**ENERGY**  
624kJ  
D1\*  
7%  
PER 350ml SERVE

**350 mL**

**NUTRITION INFORMATION**

SERVINGS PER PACKAGE: 1		SERVING SIZE: 350 mL	
AVE. QUANTITY	PER SERVING <sup>1</sup>	%DI* <sup>2</sup>	PER 100 mL
ENERGY	624 kJ	7	178 kJ
	149 Cal	7	43 Cal
PROTEIN	2.8 g	6	0.8 g
FAT, TOTAL	Less than 1 g	1	Less than 1 g
- SATURATED	0 g	0	0 g
CARBOHYDRATES	34 g	11	9.8 g
- SUGARS	28 g	31	7.9 g
SODIUM	18 mg	0.8	5.0 mg
VITAMIN C	104 mg	261	30 mg

<sup>1</sup> % DAILY INTAKE PER SERVE IS BASED ON AN AVERAGE ADULT DIET OF 8700 KJ. YOUR DAILY INTAKE MAY BE HIGHER OR LOWER, DEPENDING ON YOUR ENERGY NEEDS.

<sup>2</sup> RECOMMENDED DIETARY INTAKE PER SERVE  
[www.livepositively.com.au](http://www.livepositively.com.au)

ORANGE JUICE CONTAINS: ORANGE JUICE FROM CONCENTRATE WITH ORANGE PULP (99.9%), FLAVOUR, VITAMIN C.  
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