



TASMANIAN FARMERS & GRAZIERS ASSOCIATION

Committee Secretary
Senate Economics Legislation Committee
Po Box 6100 Parliament House
Canberra ACT 2600

Via email: economics.sen@aph.gov.au

TFGA Submission – Competition and Consumer Amendments (Country of Origin) Bill 2016 [Provisions]

The TFGA is an active and powerful advocacy organisation dedicated to the best interests of farmers and making a difference to agricultural communities in Tasmania.

TFGA members are responsible for generating approximately 80 per cent of the value created by the Tasmanian agricultural sector. The TFGA is in constant contact with farmers and other related service providers across the State. As a result, we believe that we are well aware of the outlook, expectations and practical needs of our industry.

The gross value of agricultural production (GVAP) in Tasmania in 2014-15 grew to \$1.4 billion dollars, with dairy being the largest contributor with a value of \$442.38 million. Tasmanian agriculture employs, either directly or indirectly, one in every ten Tasmanians. So every Tasmanian has a stake in the future success of the agriculture sector.

The TFGA is grateful for the opportunity to make a submission to the Competition and Consumer Amendments (Country of Origin) Bill 2016.

The TFGA would like to recognise its longstanding support for strong Country of Origin labelling, and the hard work put in by all parties in developing a more robust system of identification. Increased levels of consumer information will only empower consumer choice. The TFGA supports any measure that will improve the social, sustainability and financial outcomes of its members, state and industry as a whole.

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AgriGrowth Tasmania (DPIPWE) reports that after processing and packing, the value of Tasmanian food and beverage production increased to nearly \$4 billion in 2014-15, of which only 22% is consumed by Tasmania residents, 62% sold interstate and 16% is exported. These figures show how exposed Tasmanian production is to the domestic market, and underlines the importance of the advantages that strong and bold Country of Origin labelling offers to producers.

The TFGA supports any measure that will improve, strengthen and promote Country of Origin labelling for the greater benefit of primary producers.

Please contact the TFGA if you require any further information.

Yours sincerely

Peter Skillern
Chief Executive Officer
19th February 2015