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4/7/08

From: Pauline Hancock
Sent: Monday, 23 June 2008 10:34 AM
To: Committee, HAA (REPS)
Subject: Commonwealth Government Obesity Enquiry

Dear Committee
Commonwealth Government Obesity Enquiry

A Recommendation to change food labelling with the TRAFFIC LIGHTS LABELLING SYSTEM

I am appalled by the lack of understanding we as a nation have when it comes to what is in the food we eat.

It is my opinion that there one very simple step that would help Australians become more aware of what they are consuming and it would go a long way to solving our obesity crisis.

Our nutrition labelling is so complex that only consumers who are well-informed can possibly understand them.

Therefore the only way to combat this is the simple Traffic Lights Labelling System for FAT, SUGAR and SODIUM. It is so easy to see a RED traffic light on the nutrition panel or advertising material and know that it is outside the recommended dietary guidelines. AMBER light is caution and GREEN is OK.

This simple system has many applications and could be used in advertising just like "The Healthy Heart Tick"

Our food is constantly being "tampered with" to improve taste, shelf life and appearance and if we understand more of what we are consuming we are making a huge step in becoming a more healthy nation.

Thank you for the opportunity to have my say.

Pauline Hancock