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ΑΠΡΙΛΙΟΣ 2017

ΚΛΑΔΙΚΗ ΜΕΛΕΤΗ

ΚΟΣΤΟΥΣ ΔΙΑΤΡΟΦΗΣ, ΔΙΑΤΡΟΦΙΚΩΝ ΣΥΝΗΘΕΙΩΝ, ΠΙΣΤΟΠΟΙΗΣΗΣ ΒΙΟΛΟΓΙΚΩΝ ΠΡΟΪΟΝΤΩΝ

ΣΤΗΝ ΑΥΣΤΡΑΛΙΑΝΗ ΑΓΟΡΑ

Why is food so expensive in Australia compared to other countries?

http://www.news.com.au/lifestyle/food/why-is-food-so-expensive-in-australia-compared-to-other-countries/story-fneuz8wn-1226985338240

AUSTRALIA grows its own fruit and vegetables, we produce some of the world's best meat and we're surrounded by seafood-rich oceans. So why are Australians' grocery bills so expensive? It's a question that we often ask ourselves when we travel overseas, and find ourselves raving about how cheap the food was. While there are a number of factors, experts are beginning to recognise that it is partly because shoppers have simply got used to high prices and foodie shows such as MasterChef may also encourage us to pay a premium for food.

THE PROOF

According to The Economist Intelligence Unit's Worldwide Cost of Living 2014 survey, Sydney was the fifth most expensive city in the world to live in. The most expensive was Singapore, followed by Paris, Oslo and Zurich. According to Numbeo, a website where users contribute data from around the world, grocery prices in the US were 24.85 per cent lower than in Australia. In Singapore they were 18.52 per cent lower, in the UK 12.25 per cent lower, France 9.67 per cent lower and Japan 9.47 per cent lower. When it comes to food prices, news.com.au analysis of the EIU's data found that Sydney was more expensive than London, New York and Hong Kong if you calculated the price of a basket of food including bread, butter, apples, tomatoes, eggs, mince, fresh chicken, cheese, spaghetti and milk. The price of cheese bumped up Sydney's result considerably, if this is removed from the basket of goods, then New York is the most expensive city out of the four. However, Sydney boasted the highest prices for apples, tomatoes and mince, all foods that are produced in the country.

IT'S OUR OWN FAULT ... AND MASTERCHEF'S

Most peope believe that "market forces" dictate food prices but Brigit Busicchia, a PhD candidate studying the politics of food at Macquarie University, said this was not the complete picture.

"We have got to question why some are happy to pay $5 for a croissant or a loaf of bread in Sydney while in the middle of Paris it costs only one euro ($1.45)," Ms Busicchia said.

People often point to high wages in Australia and while this can be a factor, this did not explain why prices in other high-wage countries such as France were often cheaper. "It's nothing to do with wages or price support; it has to do with what is socially acceptable and what politicians think voters will demand," she said. "Australian people think that price equates quality. It is often true, but what if price is driven by what the consumer is ready to pay rather than what it actually costs?" Ms Busicchia said she thought shoppers had also been influenced by shows such as MasterChef or My Kitchen Rules, which encouraged food cults and an acceptance of premium prices. “Not only are these shows invitations to consume more but they also turn food into a form of entertainment, making us think about food and its value in a very different way,” she said. But she said there was more to food than just its commercial value and inflating prices created problems for those on a tight budget. “Food is vital to many of our social and cultural endeavours, not to mention the essential role it plays in our nourishment and survival,” Ms Busicchia said.

WE EARN ENOUGH TO ABSORB THE COST

Senior economist John Ferguson at the Economist Intelligence Unit agreed that Australians had been accepting of high food prices for many years and this was partly due to the strength of the economy. At the beginning of this decade wages were growing by between 4-5 per cent a year and Mr Ferguson said this meant that price rises could be absorbed. “I think this made Australian consumers less sensitive to price rises, so they were willing to absorb higher retail prices for things like food,” he said. It created a very positive environment for the supermarket sector and allowed them to be confident with mark-ups of their product.” But if you look at the Economist Food Security Index, Australians spend a modest 10.2 per cent of their total household expenditure on food. This is a lot less than the world average of 34.5 per cent. Mr Ferguson said this showed wages had increased enough for the average household to absorb price increases, and was possibly why Australians were more comfortable about accepting higher prices.

BUT IT’S NOT JUST ABOUT US

Extreme weather events such as drought and flood have pushed up prices for certain foods in recent years. An example of this was the 2010-11 floods in Queensland, which sent the price of bananas skyrocketing. But Mr Ferguson said it was hard to tell whether price rises were completely reversed once the crisis was over. “Prices might subside a little but there’s increasing concern among economists that those prices aren’t fully reversed, we need more research here,” Mr Ferguson said.

This will continue to be an issue due to climate change, which is expected to lead to more extreme weather events. Mr Ferguson said Australia needed more competition as there were only two major supermarkets operating in the country. However, he said the next two years would be interesting as growth is forecast to slow and this could make supermarkets reconsider their prices. “I think retail will become more competitive because wage growth is slowing regardless of government policy.”

HOW MUCH ARE SUPERMARKETS TO BLAME?

Woolworths is one of the most profitable supermarkets in the world and Jean-Yves Heude, the former chief executive officer of Kelloggs ANZ, estimates that shoppers are probably paying about 3-3.5 per cent more for groceries due to the dominance of the two main supermarkets in Australia. Mr Heude now works as a consultant helping businesses adapt to the world’s changing retail environment and said while competition could be better, he thought the difference was marginal. “Woolworths’s earnings before interest and taxes is 7.6 per cent and this is one of the highest in the supermarket world,” Mr Heude said. The British supermarket Tesco is on 6.1 per cent, Coles is on 4.8 per cent, and the average for retailers across the world was 3-4 per cent, he said. He said the dominance of supermarkets Coles and Woolworths in Australia was probably lifting prices by about 3-3.5 per cent, if you looked at the difference between Woolworths’s profit and the world average. But he said he thought this was marginal and there were other factors that were making a bigger difference to prices.

OUR POPULATION IS SMALL COMPARED TO EUROPE

Mr Heude said he thought Australia’s smaller population compared to Europe was one of the biggest factors. Europe has a population of 400 million people and over the last 20 years has been targeted as one manufacturing market. This means that businesses are catering to a bigger number of people across many different countries, and so each product becomes cheaper to produce. A company can have several factories, each dedicated to one technology or line of products. In contrast, in Australia and New Zealand, which is also seen as one market, the population is more than 10 times smaller.

“In Australia and New Zealand you probably have one factory making all your products,” Mr Heude said. Australian factories often use smaller machines, which are less cost effective, and several products will be processed on the same lines. “One of the big issues is the changeover, when you are finished (making) one product and you need to make another product,” Mr Heude said.

“Depending on how similar that product is you might have to clean the line and that might take 12-24 hours. And during that time, the line doesn’t work.” Australia’s huge land mass is another factor that drives transportation costs. “For example, France has three times the population of Australia and is 15 times smaller, that means its average density is 45 times higher than in Australia."

WE PAY OURSELVES A LOT

Wages are quite high in Australia compared to other countries. According to OECD figures, the minimum wage in Australia in 2013 was $21,475. In France it was $20,588, in the UK it was $17,437 and in the US it was $15,748. Bloomberg reported the real hourly minimum wage for France in 2013 was higher at $11.30 than Australia's rate of $10.88. In the UK it is $8.40 and the US it is $7.58. However, Mr Heude said this was a "chicken and the egg" issue because high prices could not be sustained if people did not have the money to pay for the goods so the cost of food ultimately had to be affordable for residents.

REGULATION

Mr Heude said that Australian food regulations tended to be more extreme than those overseas and this meant imports of cheaper products from other countries was restricted. For example in Europe food that contains less than 0.9 per cent of genetically modified ingredients can be labelled as GMO-free but in Australia it has to be 100 per cent free of GMO products. So if a company wants to use an ingredient such as flour, imported from overseas, it can face two costly options: either make a specific product in Europe to comply with Australian regulations or make it in Australia. "From another angle, those regulations indirectly protect employment so you can look at that as a positive thing," Mr Heude said.

THE GOOD NEWS

The inflation rate of food has actually declined in Australia in recent years after many years of increases. In 2012 food prices declined by 3.5 per cent, according to the OECD, after seven years of increases from 2005 to 2011. Mr Ferguson said Australia needed more competition to encourage cheaper prices but said supermarkets already look to be reducing prices, perhaps in recognition of the slower wage increases forecast. To further push prices down, Mr Ferguson said he would like to see more innovation in agriculture production because this would make crops more resilient to extreme weather events and reduce volatility in the market. "We need to be more productive with how we use our land," Mr Ferguson said. However, Ms Busicchia believes that keeping prices affordable will require political courage. "Governments may need to negotiate with food industries to contain price inflation," she said. She said when international prices for things such as wheat, corn and soy rose sharply, food processors and distributors increased their prices. "When international commodities prices fall there is never such readjustment unless governments start negotiating with the industry," she said. "To be able to monitor how prices develop is very important if one wants to maintain affordability and access. "Traditionally, Australian governments have preferred not to intervene in the corporate affairs hoping that competition forces will provide the best outcomes for the consumer." But she said unregulated market economies always tended towards concentration, monopolies and lack of competition. For Mr Heude, the answer was not increased regulation. He said if Australians wanted cheaper food prices the country should align its regulations with those in Europe so companies could access cheaper ingredients. However, he said in order to expand the market in Australia, companies should probably be looking to Asia. "It's a real opportunity, (Australia and NZ products) have a very good image in Asia of being of a high standard, there is a positive image from a market standpoint." This would allow companies to increase the number of products they make and eventually make each product cheaper. When it comes to the retail market in Australia, Mr Heude said that he did not expect another general supermarket would be able to directly compete against the dominance of Coles and Woolworths but that companies could look at different models. "There could be more competition, there already is now from Aldi and Costco ... you need a different positioning and this allows you to attack from a different angle."

Sydney households spend an average of $163 a week on groceries

http://www.smh.com.au/business/consumer-affairs/sydney-households-spend-an-average-of-163-a-week-on-groceries-20160921-grlcos.html?campaign_id=A100&campaign_type=Email

And yet almost one in five of those same households will send more than 20 per cent of that food straight to the bin. The findings come in the latest RaboDirect Financial Health Barometer Food and Farming Report, which revealed that as a nation Australia wastes $10 billion worth of food annually, or more than $1100 per household. The report followed a survey of 2300 Australians aged 18-65. Their grocery spending habits revealed that NSW households spend $159 a week, the most of all the states, followed by the ACT and Queensland ($154), Victoria ($149), Western Australia ($146), South Australia ($145) and Tasmania ($136). The Northern Territory was not included.

Over 2015/16, the typical items inside an average Australian grocery basket showed that more Aussies are steering clear of artificial sweeteners, sugary foods and drinks and fatty meats and dairy products in the supermarket, according to **IPSOS** report. The shopping habits have changed, leaving out foods and drinks with artificial sweeteners, sugar and fatty meats. Instead, consumers are filling their baskets up with natural sugar substitutes like honey, opting for no-added-hormone beef, organic chicken and stall-free pork as well as drinking plant-based milk alternatives like soy. While these results are generally good news for anti-sugar and animal welfare advocates, in the supermarket aisle, we ' re often driven to purchase a product based on taste. Taste has been a #1 factor that influences what we buy, followed by price discounts, healthiness and then how much we trust in a brand, caring about less the health star rating and flashy packaging as well as whether a product is private label or premium branded. The top food priorities for 2016/17 were fruits and vegetables, smaller portion sizes and reducing sugar and fat intakes.

According to the report, every additional child living in a household costs almost $30 a week to feed, and Generation Y consumers are the biggest food wasters, with more than one-quarter claiming to waste at least 20 per cent of their household food each week. Twenty-five-year-old Patrick Sidoti said he would "easily" waste more than $1000 a year on food in the Chippendale terrace he shares with his wife and four housemates. "When I was a student, the idea of one thousand bucks worth of food in the bin would be crazy, that was your summer holiday," said Mr Sidoti, who works from home as a video producer. "It's bad, but now that I have a good income I guess I don't worry about how much money I am wasting. Saying I am wasting a grand in a year doesn't hurt me much, but thinking about the waste of the food itself impacts me." Apart from shared staples like milk and bread, which are shared by the household, Mr Sidoti and his wife Hannah shop as a couple, spending about $200 a week on groceries.

The **Food and Farming Report** found Australians commonly lacked a strong knowledge of food production and how their food made it from the farm to their plate. It revealed that more than half of all Australians knew "hardly anything at all" to "a little bit" about agricultural production, while just 3 per cent could correctly estimate the amount of water required to produce an average meat meal for one person - around 700 litres. "This underlines a key challenge within Australia, where we have this great urban-rural divide," said Glenn Wealands, head of market research for Rabobank Australia and New Zealand. He said the findings about Generation Y consumers were in contrast to the usual financial traits associated with the age group. "Gen Y actually exhibit the best savings behavior. But when it comes to the issue of food consumption and waste, it seems to drop off their radar."

Australia's weekly household spending on food

NSW households spend the most on food and almost 20 per cent more per week than Tasmanians.

Jenni Downes, a research consultant at the UTS Institute of Sustainable Futures has studied food, consumption and waste for more than three years. In that time, one thing has remained clear: "What we know about food waste is actually very little, because very little consistent official data is collected." "Every council has its own methodology for understanding what goes in household bins. There are standards but they are state based." She said Australia was yet to push for a consistent method like the European Union, which just produced a uniform methodology for measuring food waste. "You can't manage what you can't measure. Knowing the scale of the problem might drive more action. It could also help focus efforts at places with the biggest problems.

AUSTRALIAN HEALTH SURVEY: Food & Nutrients

http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4364.0.55.0072011-12?OpenDocument

http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/4364.0.55.007~2011-12~Main%20Features~Foods%20Consumed~2

This publication is the first release of nutrition data from the 2011-12 National Nutrition and Physical Activity Survey (NNPAS). It presents results from a 24-hour dietary recall of food, beverages and dietary supplements, as well as some general information on dietary behaviours. Future releases will focus on usual intakes of nutrients including comparisons against nutrient reference values where relevant.

FOOD CONSUMPTION

In 2011-12, Australians aged 2 years and over consumed an estimated 3.1 kilograms of foods and beverages (including water) per day, made up from a wide variety of foods across the major food groups.

- On the day before interview, almost all people (97%) reported consuming foods from the **Cereals and cereal products** or **Cereal-based products and dishes** groups. Regular bread and bread rolls was the most commonly eaten type of **Cereal and cereal product**, being consumed by 66% of people. Ready to eat breakfast cereals were eaten by 36% of the population.
- More than eight out of ten people (85%) consumed from the **Milk products and dishes** group on the day prior to interview, with foods in this group providing an average 11% of the population's energy intake. Around two-thirds (68%) of people consumed Dairy milk, while almost one-third (32%) had Cheese.
- **Meat, poultry and game products and dishes** were consumed by around seven out of ten (69%) people on the day prior to interview, providing 14% of total energy intakes. Chicken was the most commonly consumed meat within this category with 31% either eating a piece of chicken or eating chicken as part of mixed dish. Beef was consumed by 20% (either alone or in a mixed dish). Ham was the most commonly consumed processed meat, being consumed by 12% of the population.
- **Vegetable products and dishes** were consumed by three-quarters (75%) of the population, with Potatoes making up around one-quarter (by weight) of all vegetables consumed. Based on people's self-reported usual consumption of vegetables, just 6.8% of the population met the recommended usual intake of vegetables.
- **Fruit products and dishes** were consumed by six out of ten people (60%) overall on the day before interview. Based on self-reported usual serves of fruit eaten per day, just over half (54%) met the recommendations for usual serves of fruit.
- The most popular beverages consumed were water (consumed by 87% of the population), coffee (46%), tea (38%) soft drinks and flavoured mineral waters (29%) and **Alcoholic beverages** (25%).
- Just over one-third (35%) of total energy consumed was from 'discretionary foods', that is foods considered to be of little nutritional value and which tend to be high in saturated fats, sugars, salt and/or alcohol. The proportion of energy from discretionary foods was highest among the 14-18 year olds (41%). The particular food groups contributing most of the energy from discretionary foods were: **Alcoholic beverages** (4.8% of energy), Cakes, muffins scones and cake-type desserts (3.4%), **Confectionery and cereal/nut/fruit/seed bars** (2.8%), Pastries (2.6%), Sweet biscuits and Savoury biscuits (2.5%) and Soft drinks and flavoured mineral waters (1.9%).

ENERGY AND NUTRIENTS

The average energy intake was 9,655 kilojoules (kJ) for males and 7,402 kJ for females. Energy intakes were lowest among the toddler aged children who averaged 5,951 kJ and were highest among 19-30 year old males (11,004 kJ). Female energy intakes were highest among the 14-18 year olds (8,114 kJ).

- Carbohydrate contributed the largest proportion of total energy, supplying 45% on average with the balance of energy coming from fat (31%), protein (18%), alcohol (3.4%) and dietary fibre (2.2%).
- Within carbohydrates, starch contributed 24% and sugars contributed 20% of energy. The major source of total sugars (natural and added) in the diets were: Fruit (providing 16% of sugars), Soft drinks and flavoured mineral waters (9.7%), Dairy milk (8.1%), Fruit and vegetable juices and drinks (7.5%), Sugar, honey and syrups (6.5%), Cakes, muffins, scones, cake-type desserts (5.8%).
- The average daily intake of sodium from food was just over 2,404 mg (equivalent to around one teaspoon of table salt). This amount includes sodium naturally present in foods as well as sodium added during processing, but excludes the 'discretionary salt' added by consumers in home prepared foods or 'at the table'. In addition to sodium from food, 64% of Australians reported that they add salt very often or occasionally either during meal preparation or at the table, therefore the true average intake is likely to be significantly higher.

DIETARY SUPPLEMENTS

In 2011-12, 29% of Australians reported taking at least one dietary supplement on the day prior to interview. Females were more likely than males to have had a dietary supplement (33% and 24% respectively), with the highest proportion of consumers in the older age groups. Multivitamin and/or multimineral supplements were the most commonly taken dietary supplements, being consumed by around 16% of the population with Fish oil supplements taken by around 12% of the population.

DIETING

In 2011-12, over 2.3 million Australians (13%) aged 15 years and over reported that they were on a diet to lose weight or for some other health reason. This included 15% of females and 11% of males. Being on a diet was most prevalent among 51-70 year olds where 19% of females and 15% of males were on some kind of diet.

FOOD AVOIDANCE

In 2011-12, 17% of Australians aged 2 years or over (or 3.7 million people) reported avoiding a food type due to allergy or intolerance and 7% (1.6 million) avoided particular foods for cultural, religious or ethical reasons.

- The most common type of food intolerance reported was Cow's milk/Dairy (4.5%), followed by Gluten (2.5%), Shellfish (2.0%) and Peanuts (1.4%).
- Pork was the most commonly avoided food type (3.9%) for cultural, religious or ethical reasons, while 2.1% specified avoiding all meat.

UNDER-REPORTING

In order to assist in the interpretation of data from the 2011-12 NNPAS and particularly in comparisons with the 1995 National Nutrition Survey, there are a few key points that should be noted.
It is likely that under-reporting is present in both surveys.

- There appears to be an increase in the level under-reporting for males between 1995 and 2011-12, especially for males aged 9 - 50.

The level of under-reporting by female respondents also appears to have increased, but to a lesser extent than for males.

GOOD FOOD MAGAZINE

http://www.goodfood.com.au/lifestyle/cuisine/bitesize-view-of-a-nation-20120317-1vbna.html

Yeah, yeah, I know - two serves of fruit and six serves of veg; three serves of lean meat and six (six!) serves of grains. Two-and-a-half of dairy; beer, vodka and triple-choc mud cake ''only sometimes and in small amounts''. The daily diet guidelines are clear and unequivocal, spelt out in unbending detail by the Department of Health and Ageing in an effort to save us from ourselves. But I don't eat like that and chances are you don't, either. The gap between what Australians should eat and what we actually eat is, it seems, as wide as ever.

Japanese buckwheat noodle salad.

Photo: Marina Oliphant

''The last national nutrition survey was in 1995,'' says the senior nutritionist at Nutrition Australia, Aloysa Hourigan. ''Since then, we know that the Australian diet has undergone some significant changes.'' We are eating less potatoes than in 2000 but it's still more than 60kg each a year, often as chips. We eat more cheese, fewer carrots, but more yoghurt. We drink double the number of coffees than in 2004 while continuing to binge on pies and hamburgers. Aussie teenagers ate more than 30 million hamburgers last year and 15.2 million doughnuts. Contrary to popular myth, 77% of Australian families still eat dinner together five or six times a week, according to an Ipsos survey.

Chips for everyone.

Photo: Getty Images

But 60% ''always or often'' eat in front of the television.
When we went out to dinner in 2002, it was most probably for Italian. Now, it's Chinese or Thai. And

what used to be regarded as ''party foods'' - lollies, chips, soft drinks - have somehow become ''everyday foods''. According to Hourigan, protein and carbohydrate intakes are up but it's not because we're eating more bread. ''It's the packaged snack-food bars that have become very popular and they contain starches and sugars,'' she says.

Most children eat one piece of fruit a day.
Photo: Getty Images

Likewise, we are getting more grains but not in a form we might recognise. ''Longer work hours means we are eating more processed foods and frozen meals where the meats, like chicken, are often buffed up with gluten, flour and other grains that you might not associate with the food on the plate.'' It is similar with packaged soups and bottled sauces.

When we cook, a Westfield survey found more than half Australians rotate between a repertoire of five meals or fewer. Above all, we are eating much more than we think we are. ''Sometimes I get subjects to keep a food diary detailing exactly how much they eat each week,'' Hourigan says. ''It's not uncommon for them to come back to me shocked.'' People under-report what they eat because eating is an unconscious activity and because we tend to snack between meals. But it's also because of plate size, which has grown over the years. ''It's true,'' Hourigan says. ''Look at crockery from generations ago and you'll notice that it's a lot smaller. Culturally, things like that have an impact".

How much meat we each eat in a year
Poultry: 37.8 kilograms a person.
Beef and veal: 33 kilograms.
Pig meat: 24.4 kilograms.
Lamb: 9.1 kilograms.
Mutton: 5 kilograms.
From Meat & Livestock Association 2010/11

How much dairy we each eat in a year
Total milk: 103 litres.
Regular milk: 51 litres.
Modified milk: 33 litres.
Flavoured and UHT milk: 19 litres.
Ice-cream: 18 litres.
Cheese: 12.7 kilograms.
Yoghurt: 7.2 kilograms.
Butter: 3.7 kilograms.
From Dairy Australia, 2010/11

How much vegetables we each eat in a year
Potatoes: 62.2 kilograms.
Tomatoes: 21.1 kilograms.
Onions: 10.2 kilograms.
Carrots: 9.8 kilograms.
Lettuce: 9.5 kilograms.
Cauliflower: 3.2 kilograms.
Capsicums: 2.8 kilograms.
Broccoli: 2.0 kilograms.
Beans: 1.7 kilograms.
Asparagus: 0.03 kilograms.
From AusVeg 2008/09

Australia's beefing up
Asked what they had eaten in the past seven days, beef was more popular among men (78 per cent had it

on the menu, as opposed to 73 per cent of women) and natural yoghurt was a greater hit with women. This data shows more comparisons of eating.

Beef
- Men 78%
- Women 73%

Pork
- Men 36%
- Women 29%

Fish
- Men 55%
- Women 53%

Vegemite
- Men 40%
- Women 45%

Peanut butter
- Men 30%
- Women 28%

Fresh fruit
- Men 73%
- Women 79%

Fresh vegetables
- Men 79%
- Women 85%

Pasta/spaghetti
- Men 61%
- Women 61%

Noodles
- Men 37%
- Women 33%

Eggs
- Men 70%
- Women 74%

Salad
- Men 62%
- Women 69%

Potato chips
- Men 46%
- Women 40%

Natural/plain yoghurt
- Men 20%
- Women 27%

Weekly eating habits data, January to December 2011 (from Roy Morgan)

Our sophisticated palates

Eating out has become a way of life for Australians in the past decade. ''We are not like the French and Italians - we eat more junk food than them - but we are going in that direction,'' the head of food service at BIS Shrapnel, Sissel Rosengren, says. ''We have also become more sophisticated than we were, in that dining out is not seen as so much of a treat as it was in 2000. We go out in the middle of the week now and take the kids or see friends. It's not just urban either, it's in regional centres, too.''

Rosengren puts it down to a combination of factors: climate (it's easy to get out and about) and the national psyche (we're open, friendly and willing to try new things). ''It's got nothing to do with the cooking shows - it started happening before that,'' she says. Most important, perhaps, is cost. ''Eating out is fairly cheap in Australia, certainly compared to other Western economies, so it's seen as an affordable way to socialise and relax,'' Rosengren says. We are also blessed with a wide range of offerings. ''Thanks to our immigration, Australia has a huge range, from Asian to Middle Eastern foods, that we now consider part of the national cuisine,'' she says. ''The US has a similar immigration history, but its food-service market has not developed in the same way. Over there, eating out is all about chains or fast food and it's a very limited service.'' We more resemble Swedes or Norwegians than Americans, Rosengren says. ''In Australia during the downturn, like in Sweden and Norway, we continued to eat out, but we traded down ,'' she says. ''The big winners since 2009 have been fast-food chains, the lower end of the restaurant market and clubs. We also spent less each time, too. That's different to New Zealand, say, where they simply stopped eating out.'' **Fine dining in Australia only accounts for 3% - 5% of all restaurants**. Other trends seem clear: we are eating more Asian food, but much less Italian; and we can't get enough of cafes and hot chips.

How often we eat out and buy takeaway

- On average, Australians eat out 3.5 times a month and buy takeaway food 4.1 times.
- Men eat out 3.9 times on average, while women dine out 3.2 times.
- People who earn $40,000 to $60,000 a year eat out 3.5 times each month and get takeaway on 3.7 occasions.
- People who earn more than $150,000 eat out 4.7 times and get takeaway 5.6 times.

BIS Shrapnel 2011

Most popular restaurants

- Chinese.
- Thai.
- Modern Australian.
- Italian.
- Fish/seafood.
- Indian.
- Japanese.

Biggest restaurant losers since 2000

- Italian has shrunk from 23 per cent to 10 per cent.
- Modern Australian has shrunk from 17 per cent to 12 per cent.

Biggest restaurant winners since 2000

- Chinese has grown from 14 per cent to 18 per cent.
- Thai has grown from 9 per cent to 13 per cent.

Coffee and cafes

1. Number of coffees consumed in cafes and restaurants last year: 2.8 billion.
2. Number of coffees consumed in cafes and restaurants in 2004: 1.3 billion.
3. Half of all coffee is consumed in cafes, three times that of 2004.
4. Number of meals eaten in cafes last year, 718 million, as opposed to 305 million in 2004.

BIS 2011

Hamburgers

1. In 2011, 289 million hamburgers were eaten by Australians.
2. Eighteen- to 24-year-olds ate 28.1 million, while 46.7 million were eaten by 50- to 59-year-olds.

Hot chips

- Last year, 444.1 million serves were eaten in Australia. People earning $50,000 to $75,000 ate 77.7 million serves and high-earners with salaries over $150,000 ate 31.7 million.**Sushi**
- In total, we ate 115.6 million sushi serves. Eighteen to 24-year-olds ate 21.4 million.

Meat pies

- We ate 176.9 million pies and those aged 50 to 59 years ate 32.5 million.

Doughnuts

- Last year, Australians ate 108.1 million doughnuts.

Dining at home

- In late 2009, the Meat & Livestock Association surveyed our favourite dinner dishes. they are:
  - Steak and vegetables.
  - Roast chicken and vegetables.
  - Spaghetti bolognaise
  - Beef casserole/stew/curry/stroganoff.

The hard facts: what we drink

We may be eating more junk food, but as far as booze is concerned, it seems we are slowly but surely growing up. Between 2006 and 2011, Roy Morgan polled 120,000 people aged 18 and over who said they had drunk alcohol in the previous four weeks. What it found was that the total volume of alcohol consumed decreased 8 per cent compared with five years ago. It also found the mean number of glasses of alcohol drunk by this group in four weeks in 2011 was 38 - or 9.5 a week. More telling, perhaps, is how our drinking habits have changed. We are more choosy these days, knocking back less standard full-strength beer (a 9 per cent drop in consumption) but more premium beer (up 25 per cent), and imported beer (up 23 per cent). Red wine saw a 12 per cent drop and white wine dropped 6 per cent. Cider consumption has tripled, while there has also been substantial growth in what Nina Simone so described as the "harder stuff" - whisky (up 16 per cent), bourbon (14 per cent), vodka (25 per cent), rum (11 per cent), tequila (50 per cent) and gin (31 per cent). Liqueur consumption was also up by 42 per cent.

In the grip of the chip

If there's one item that sums up our children's diets, it would be the potato chip. ''You go into any convenience store, service station or newsagent and they're there,'' nutritionist Catherine Saxelby says. ''Bread used to be our staple food; now it's the potato chip, particularly when it comes to kids.''
There have been some positive developments in **children's eating habits** in the past decade, she says. The runaway growth in obesity that we saw in the mid-2000s seems to have slowed, thanks in part to healthier choices in school canteens and the fact that many fast-food companies voluntarily stopped advertising during children's television programming. ''But fast food is still winning,'' Saxelby says. ''A lack of time and cooking skills mean parents often take the quick answer, using the packaged quick meals or processed foods and junk foods.'' **Cultural factors** also fragment an already diverse picture. ''In children in the higher socio-economic areas, such as on Sydney's north shore and eastern suburbs, childhood obesity is almost non-existent because the kids are eating fresh fruit and vegies and lean meat,'' she says. ''But in the western suburbs they eat the sausages, the fatty mince and junk food, largely because both parents are working and so they don't have the supervision. Short of a social revolution, I'm not sure how you change that.''

In 2011, children 14 to 17 years ate:

- 30.2 million hamburgers.
- 44.1 million serves of hot chips.
- 8.9 million pieces of sushi.
- 16 million meat pies.
- 15.2 million doughnuts.

BIS 2011

The NSW Schools and Physical Activity and Nutrition Survey (SPANS) 2010 showed:

Fruit

- 95.9 per cent of children aged 5, 7, 9 and 11 ate one piece of fruit a day.
- 42.1 per cent of children aged 15 ate three pieces of fruit a day.

Vegetables

- 43.6 per cent of children aged 5, 7, 9 and 11 ate two or three serves of vegetables a day.
- 20.1 per cent of children aged 15 ate four serves of vegetables a day.

Milk

- 25 per cent of children aged 5, 7, 9 and 11 drank low-fat or skim milk. This was lower among girls from low socio-economic backgrounds.
- 29.8 per cent of children aged 15 drank low-fat or skim milk.

Soft drinks

- 13.2 per cent of children aged 5, 7, 9 and 11 drank more than one cup of soft drink a day.
- 13.8 per cent of children aged 15 drank more than one cup of soft drink a day.

Chips and fried potatoes

- 64.7 per cent of children aged 5, 7, 9 and 11 ate fried potato products once or more weekly. This was higher among girls from lower socio-economic backgrounds, and among 5, 7 and 9-year-olds of Middle Eastern backgrounds.

- 66.2 per cent of 15-year-olds ate fried potato products once or more a week.

Breakfast

- 84.6 per cent of children aged 5, 7, 9 and 11 ate breakfast daily.
- 73.2 per cent of 15-year-old boys ate breakfast daily. This was lower among boys from low socio-economic backgrounds.
- 57.6 per cent of 15-year-old girls ate breakfast daily. This was lower among girls from Middle Eastern backgrounds.

TV dinners

- 19.3 per cent of children aged 5, 7, 9 and 11 ate dinner in front of the TV five or more days a week.
- 23.3 per cent of 15-year-olds ate dinner in front of the TV five or more days a week. Higher among girls from Asian backgrounds.

Water

- 83.8 per cent children aged 5, 7, 9 and 11 were offered water to drink with meals or snacks.

Sweets

- 59.7 per cent of children aged 5, 7, 9 and 11 were sometimes rewarded with sweets for good behaviour.

Takeaways

- 24.3 per cent of children aged 5, 7, 9 and 11 ate takeaway or fast food once or more a week.
- 28.8 per cent of 15-year-olds ate takeaway or fast food once or more a week. This was higher among boys from Asian backgrounds.

AUSTRALIAN GOVERNMENT

Department of Health / National Health & Medical Research Council

https://www.eatforhealth.gov.au/food-essentials/five-food-groups

The Australian Dietary Guidelines give advice on eating for health and wellbeing. They're called dietary guidelines because it's your usual diet that influences your health. Based on the latest scientific evidence, they describe the best approach to eating for a long and healthy life.

What are the Australian Dietary Guidelines?

The *Australian Dietary Guidelines* have information about the types and amounts of foods, food groups and dietary patterns that aim to:

- promote health and wellbeing;
- reduce the risk of diet-related conditions, such as high cholesterol, high blood pressure and obesity; and
- reduce the risk of chronic diseases such as type 2 diabetes, cardiovascular disease and some types of cancers.

The *Australian Dietary Guidelines* are for use by health professionals, policy makers, educators, food manufacturers, food retailers and researchers, so they can find ways to help Australians eat healthy diets. The *Australian Dietary Guidelines* apply to all healthy Australians, as well as those with common health conditions such as being overweight. They do not apply to people who need special dietary advice for a medical condition, or to the frail elderly.

- View the *Australian Dietary Guidelines* and Companion Resources here.

What is the Australian Guide to Healthy Eating?

The *Australian Guide to Healthy Eating* is a food selection guide which visually represents the proportion of the five food groups recommended for consumption each day.

Why do we need Dietary Guidelines?

A healthy diet improves quality of life and wellbeing, and protects against chronic diseases. For

infants and children, good nutrition is essential for normal growth.
Unfortunately, diet-related chronic diseases are currently a major cause of death and disability among Australians. To ensure that Australians can make healthy food choices, we need dietary advice that is based on the best scientific evidence on food and health. The *Australian Dietary Guidelines* and the *Australian Guide to Healthy Eating* have been developed using the latest evidence and expert opinion. These guidelines will therefore help in the prevention of diet-related chronic diseases, and will improve the health and wellbeing of the Australian community.

How do I make healthy food choices?
There are many things that affect food choices, for example, personal preferences, cultural backgrounds or philosophical choices such as vegetarian dietary patterns. NHMRC has taken this into consideration in developing practical and realistic advice. Keeping the *Australian Dietary Guidelines* in mind will help your choice of healthy foods. There are many ways for you to have a diet that promotes health and the *Australian Dietary Guidelines* provide many options in their recommendations. The advice focuses on dietary patterns that promote health and wellbeing rather than recommending that you eat – or completely avoid – specific foods. Many of the health problems due to poor diet in Australia stem from excessive intake of foods that are high in energy, saturated fat, added sugars and/or added salt but relatively low in nutrients. These include fried and fatty take-away foods, baked products like pastries, cakes and biscuits, savoury snacks like chips, and sugar-sweetened drinks. If these foods are consumed regularly they can increase the risk of excessive weight gain and other diet-related conditions and diseases.

Many diet-related health problems in Australia are also associated with inadequate intake of nutrient-dense foods, including vegetables, legumes/beans, fruit and wholegrain cereals. A wide variety of these nutritious foods should be consumed every day to promote health and wellbeing and help protect against chronic disease.

- Do the Australian Dietary Guidelines recommend that I only eat certain foods?
- No.

The *Australian Dietary Guidelines*, *Australian Guide to Healthy Eating* and consumer resources assist by helping you to choose foods for a healthy diet. They also provide advice on how many serves of these food groups you need to consume everyday depending upon your age, gender, body size and physical activity levels.
Evidence suggests Australians need to eat more:

- vegetables and legumes/beans
- fruits
- wholegrain cereals
- reduced fat milk, yoghurt, cheese
- fish, seafood, poultry, eggs, legumes/beans (including soy), and nuts and seeds.
- red meat (young females only)

Evidence suggests Australians need to eat less:

- starchy vegetables (i.e. there is a need to include a wider variety of different types and colours of vegetables)
- refined cereals
- high and medium fat dairy foods
- red meats (adult males only)
- food and drinks high in saturated fat, added sugar, added salt, or alcohol (e.g. fried foods, most take-away foods from quick service restaurants, cakes and biscuits, chocolate and confectionery, sweetened drinks).

How have the Australian Dietary Guidelines changed since the last edition?
Key messages in the Guidelines are similar to the 2003 version, but the revised *Australian Dietary Guidelines* have been updated with recent scientific evidence about health outcomes. To make the information easier to understand and use, the revised Guidelines are based on foods and food groups, rather than nutrients as in the 2003 edition.
The evidence base has strengthened for:

5 The association between the consumption of sugar sweetened drinks and the risk of

excessive weight gain in both children and adults

6. The health benefits of breastfeeding
7. The association between the consumption of milk and decreased risk of heart disease and some cancers
8. The association between the consumption of fruit and decreased risk of heart disease
9. The association between the consumption of non-starchy vegetables and decreased risk of some cancers
10. The association between the consumption of wholegrain cereals and decreased risk of heart disease and excessive weight gain.

ΔΙΑΤΡΟΦΙΚΗ ΠΥΡΑΜΙΔΑ ΣΤΗΝ ΑΥΣΤΡΑΛΙΑ

http://www.nutritionaustralia.org

http://www.futuredirections.org.au/publications/food-and-water-crises/1631-consumption-patterns-and-food-demand-in-australia-to-2050.html

http://www.australia.gov.au/about-australia/australian-story/austn-food-and-drink

FOOD MAGAZINE

Top ten food trends for 2015, Innova Market Insights

http://www.foodmag.com.au/News/Top-ten-food-trends-for-2015-Innova-Market-Insight

Market research company, Innova Market Insights has released its overview of the top ten trends for global food, beverage and nutrition in 2015. Taking out the top spot was From Clean to Clear Label, which highlights the need for clearer definitions of the term ‘natural’. This was followed by Convenience for Foodies which came in second and emphasises the demand for fresh foods and ingredients, driven by the popularity of food blogs and cooking shows:

- **From Clean to Clear Label:** Innova say that clean label claims are tracked in its database on nearly a quarter of all food and beverage launches, and that manufacturers are increasingly highlighting the naturalness and origin of their products. Innova noted that growing concerns over the lack of a definition of the term 'natural' has furthered the need to provide more clarity and specific details on the term.

- **Convenience for Foodies:** Innova states that the popularity of food blogs and cooking shows has driven demand for a greater choice of fresh foods, ingredients and an increased interest in cooking from scratch. Innova say that bloggers are cooking shows are seen as fashionable, fun and social, as well as cost effective, and have resulted in a wider use of recipe suggestions by manufacturers and retailers.

- **Marketing to Millennials:** This refers to the 'Millennial generation' (those aged between 15 and 35) which accounts for about one-third of the global population and is tech savvy and socially engaged. These consumer are well informed, want to try something different and are generally less brand loyal than older consumers. They want to connect with products and brands and know the story behind them.

- **Snacks Rise to the Occasion:** Innova say that as formal mealtimes are continuing to decline in popularity, it has seen growing numbers of food and drinks are now considered to be snacks. Quick healthy foods are tending to replace traditional meal occasions, and more snacks are targeted at specific moments of consumption, with different demand influences at different times of day.

- **Good Fats, Good Carbs:** Innova says that concerns of obesity have led to a growing emphasis on unsaturated and natural fats and oils and rising interest in omega 3 fatty acid content as well as the return of butter to favour as a natural, tasty alternative to artificial margarines that may be high in trans fats. In the same way, naturally-occurring sugar is being favoured at the expense of added sugars and artificial sweeteners.

- **More In Store for Protein:** Ingredient suppliers, food producers and consumers are on the lookout for the next protein source. Soy protein is regarded as cheap and mainstream and therefore being less applied among NPLs tracked. Whey protein has been popular for some years and is still growing, while pulse protein is rapidly emerging. More algae protein applications are expected in the future. Further along insect protein may become big in various categories.

- **New Routes for Fruit 7:** Innova notes that more product launches are being tracked with real fruit and vegetables, as they can function as colouring foodstuffs and in that role meet the increased demand for natural colours and flavours. Fruit and vegetable inclusions can add to the "permissible indulgence" character of a product. Consumers perceive a product to be healthier when it contains a real fruit or vegetable ingredient.

- **A Fresh Look at Frozen:** Innova say that in order to compete with the healthy appeal of fresh aisles and the convenience of canned foods, established frozen foods (vegetables and seafood) are focusing on freshness in their marketing, stressing the superior nutritional content in frozen food. Brand extensions include larger varieties in vegetables and fruits. At the same time the frozen segment is witnessing new product launch activity in new categories (e.g. soups, fruit, drinks , finger foods, sauces, pastries, herbs).

- **Private Label Powers On:** Even though the worst of the economic recession is over private label is still gaining market share in terms of new product launches in Europe, North America and Australasia. Store brands are here to stay and are found in all product segments. Discounters Aldi and Lidl are by consumers no longer solely seen as budget stores, but are accepted by the general public and considered to have good quality products.

- **Rich, chewy and Crunch:** Texture is an important driver for taste perception of food and beverages and focus of many of today's food innovations. Brands are creatively combining textures with for example crispy inclusions, soft centres and extra crunchy toppings. Texture claims are shown more prominently on front-of-pack. Also, brands are creative in describing texture or including a texture claim in a product name.

Food facts, fiction and fads – How Australia eats, thinks about and shops for food
http://ipsos.com.au/food-facts-fiction-and-fads-how-australia-eats-thinks-about-and-shops-for-food/

Ipsos Food CHATs report the most comprehensive study into the actual food attitudes and behaviour of everyday Australians.
Cutting back on sugar and eating more fresh and unprocessed foods is a priority for Australians, however many believe being healthy is expensive and time consuming, a new landmark report by market research company Ipsos reveals.
The **Ipsos Food CHATs** (Consumption, Habits, Attitudes and Trends) report* is Australia's most comprehensive study into food and provides a unique insight into behaviour change and attitudinal trends of everyday Australians when it comes to food. The study reveals our behaviour in everything from food and health priorities, what and where we eat, to how we shop.

The **top five food priorities in 2016** for Australians are: eating more fresh fruit and vegetables (40%), smaller portion sizes (31%), reducing sugar intake from food (24%), eating healthier snacks (23%) and cutting down on fat (23%).

Obesity weighs heavily on the minds of Australians, but we believe healthiness is expensive and time consuming. Taste and price top the list of purchase decisions drivers in-store, at 72% and 63% respectively, followed by price discounts. In addition, health continues to be the high priority area for 2016 and Australians want the Government to do more about it. After a number of **food safety** scares last year, food origin and safety is a clear priority and sustainability and recycling continues to gain traction. When it comes to **sugar**, one in two adult Australians believes there is too much sugar in packaged goods, however only one in four have tried to reduce their sugar intake. **Snacking** is still very popular with two-thirds of Australians snacking between meals and healthy snacks are a priority. Although diet fads have also become top of mind, with the Paleo diet achieving the highest awareness at 47%, trial of these diets remains low at below 10%.

"Our study shows that while making healthier food choices is a key priority for Australians, the typical, everyday shopper is still struggling to balance healthiness against convenience and their budget," Ipsos Strategy & Research Director Kathy Benson said. "Making a **quick decision in-store**, purchasing products which are familiar and easy to use at home, as well as meeting budget restrictions, are still very important factors when it comes to making food purchases. "Our **budgets** still have a higher priority in-store than our health aspirations. Easy decisions rule and finding a healthy choice is still a challenge for many despite the introduction of the Government's 'Health Star Rating' system."

In terms of future growth areas, the study illustrates that Australians would like to eat more natural sugar substitutes (65%), 'no added hormone' beef (55%), organic chicken (46%), stall-free pork (41%), organic beef (40%), plant-based milk alternatives (33%), sugar substitutes (32%) and vegetable protein (31%). We would like to eat less artificial sweeteners (55%), sugar from beverages (49%), sugar from breakfast cereals (48%), food additives (41%), trans fat (40%), fat from meat (35%), sugar from sweet snacks (35%) and fat from dairy (19%).

Eating In

"Our craving for exciting flavour experiences shows no signs of diminishing and we still love new flavours and inspiring food creations. However, experiencing the adventurous side of food consumption is happening more when dining out than in kitchens at home. Dinner is still our main meal of the day and our dinner choices remain fairly consistent with staples such as meat and veg or salad, pasta, fish and veg or pizza as our top choices" Benson said. "Despite our fascination with cooking pop-culture in recent times, half of us see cooking as a chore or only as a way of caring for others in everyday life. And although two out of every three of us prepare dinner from scratch to create a healthy meal, there are still many occasions where we are reliant on ready and packaged meals." Almost half the population (45%) does a main or bulk shop on their last trip, while a third (34%) does a top up shop, however only 7% of us shop for today's meal. Provenance is a key factor for two in five of us and outside of supermarkets, the local fruit and veg shop or deli (20%), the local butcher (20%), bakery or bread shop (18%), farmer's markets (9%) and specialist fish shop (7%) are our most popular shopping destinations.

Eating Out

One in three Australians say they eat out and restaurants or cafes are our favourite places to eat out, followed by fast food chains, food courts and clubs and pubs. Fast food chains dominate the average number of eating out occasions at 4.6 times per month, compared to restaurants and cafes at 4.2 times. McDonald's is the most popular fast food venue (28%), followed by Hungry Jacks (14%), KFC (10%), Subway (9%) and Coffee Club (4%).

** Methodology: The study surveyed 3,002 consumers and food decision makers aged 18+, a representative national sample. Fieldwork was conducted in December 2015 via an online survey. The study looked at four key areas: an investigation into consumers' diet and actual consumption covering the 5Ws (who, what, when, why and where) and how consumption is changing over time; investigation into decision-making and what is influencing healthy food decisions in Australia; understanding how food is being prepared at home, what are the trends in relation to cooking; and understanding of eating out occasions, behavioural decisions/drivers and food & beverage choices.*

FOOD MAGAZINE

AUSTRALIA'S "READY TO EAT"

http://www.foodmag.com.au/news/australia-s-ready-to-eat

Time is of the essence. How to save it? Where to cut corners? What to spend the precious little on? Food manufacturers are tapping into these consumer concerns and the market is being flooded with ready to serve, ready to heat, and ready to eat, prepared meals.

The increase in working mothers, single parent families, and single households, as well as rising consumer awareness about health and nutrition in recent years has meant a move towards healthier prepared meals. Food manufacturers are producing low-carb, gluten-free, low-fat, no dairy, low GI, high protein meals and more, to fit every health fad currently out there, and consumer response is high. The world's microwavable foods market is forecast to reach $78.8 billion by the end of the decade, according to a recent report pub-lished by Global Industry Analysts Inc. The report, titled **'Microwavable Foods: a Global Strategic Business Report',** discusses the prevailing trends, issues, demand fore-casts, and activities that affect the industry. The attractive factors for this market are taste, food quality, and convenience. Con-sumer lifestyle has been, and continues to be, the crux behind product innovation and development efforts for the industry. The consumption of foods designed specifically for microwave cooking is projected to grow in view of product innovations correspond-ing to changing lifestyles and eating habits. ***The demand for microwavable foods is projected to exceed $9.0 billion in the Asia-Pacific region by 2010.*** This research clearly proves that the market for fresh convenience meals is significant and Australian manufacturers plan to capitalise on this trend with a great variety of new ideas in fresh, high quality food.

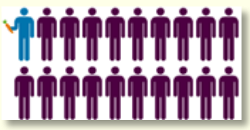
AUSTRALIAN GOVERNMENT
AUSTRALIAN INSTITUTE OF HEALTH & WELFARE
Food and nutrition
http://www.aihw.gov.au/food-and-nutrition/

Food is fundamental to our health and wellbeing, so it is important we have a good understanding of where our food comes from, what we eat, where we eat and what factors affect our food choices. *Australia's food and nutrition 2012* looks at how our food gets from paddock to plate and how our food choices affect our health and our environment.

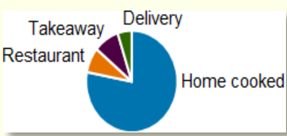
- The full report *Australia's food & nutrition 2012*
- A 32-page booklet providing highlights *Australia's food & nutrition 2012: in brief*
- Online version of *Australia's food & nutrition 2012: in brief*

30% more expensive
to buy basic nutritious foods in rural and remote areas.

3 main fruit crops produced in Australia are oranges, apples and bananas.



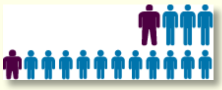
1 in 20 Australians are vegetarian or mostly vegetarian.



4 out of 5 evening meals a week are home-cooked.

3+ hours of TV per day means kids are twice as likely to be obese.

$237 is spent on food and beverages on average per household each week.



1 in 4 adults and 1 in 12 children aged 5 to 17 were obese in 2007–08.

261kg of food waste is produced per person, each year.

FOOD MAGAZINE

Maggie Beer slams supermarket dominance

http://www.foodmag.com.au/news/maggie-beer-slams-supermarket-dominance

Celebrity chef and food producer is the latest industry insider to accuse the major supermarkets of failing to support Australian food growers and manufacturers. “So many Australians seek the cheapest alternative in food, and perhaps this is exacerbated by the big two [Coles and Woolworths], our duopoly, that pits one against the other in price wars, that see the farmer suffer. We have to do something about that,” she told the International Year of Co-operatives conference in Port Macquarie last week. Beer’s pate, quince paste and ice creams sell through major supermarkets and independent retailers at a higher price than other comparable item, due to their high quality standard and use of Australian ingredients. She said that while most Australians say they **support Australian made and owned products**, their purchasing behaviour proves otherwise. 'It's interesting Australians say they will support Australian-made and Australian-grown, but will we?” “We support what's marketed most, and we so often support what's cheapest, especially with food.'' Beer was awarded an Order of Australia this year, after finding recognition for her cookbooks and television series focussed on cooking. Beer has echoed the statements of Independent Queensland MP Bob Katter, who earlier this year told Parliament that the major supermarkets **are killing our farmers.** 'If we don't support our farmers, we will not continue to enjoy the freshness and the diversity of the produce we have now,'' she said. ''I have to say flavour, seasonality, ripeness, can not travel a long way. Beer is in a good position to comment on the realities of farming, since she owns a farm in South Australia’s Barossa Valley with vineyards, olive groves, quince orchards and a soft fruit orchard. “I know we live in a global market, but our local farmers can not compete against the imports of a global market when it comes to the cost of our labour. ''It's important that we pay a proper wage to a farm worker that not only sustains a family but sustains farming communities - whole communities.'' Terry Toohey Australian Dairy Farmers Director, told the Food Magazine Industry Leaders Summit earlier this year that the impact of Coles and Woolworths’ **price wars** will continue to drive farmers away.

"The retail actions are certainly impacting the dairy farmers in a negative way, this combined with the uncertainties and other factors [impacting] dairy or other farming, it's making it unattractive for the next generation, because it's not profitable for my children,” he said. "If I was old and had children ready to take over the farm, I will tell them blue in the face not to come into agriculture. “And that's pretty sad after 107 years on the one farm." “It’s an unfortunate reality that milk price is a dollar. “[It’s] simply unsustainable for all involved in the fresh food market. “You can see the dairy farmers’ dairy families already suffering for Coles’ tactics. “Given the sheer size of the supermarket duopoly, over 75 per cent of the market is between the two powers, and they are wielding that Australian marketplace and the majority of Australian suppliers, particularly to the fresh food industry,” he said. “In NSW, my state, I see farmers being asked to sign contracts for 3 cents a litre than their previous contracts," he said. “This will have astronomical effects on fund and profit margins.” “In my case I’ll have 40% of my tier 2 of milk [purchased] at 18 cents [per litre]. “The cost of products is 40 cents [per litre]. “So, you start to look and say, I’m only one person, there are 800 dairy farmers in NSW alone.”

Beer also joined the myriad of critics of Australia’s current labelling laws, saying they make it very **difficult for consumers** to understand which products are locally-grown. ''We were bottling some of our olives,” she explained. The salt came from South Australia and we had some of our own red wine vinegar in the jar and we were labelling it and then we found out we could not say 'Produce of Australia' because the jar came from overseas.'' Australian entrepreneur Dick Smith, who launched his own food company over a decade ago, has also **voiced his concerns** about the ability for local companies to compete against cheap imports.

“The freedom we’ve usually had in Australia is that you could go to a supermarket and decide if you wanted to buy Australian, imported, high-quality, low-quality, it was up to you," he said earlier this year. “ALDI has taken that decision away. “The problem is that because so many of us go to ALDI because the prices are cheaper, Coles and Woolworths will copy. “The reason ALDI’s so successful is you can’t compare a price. “What Coles and Woolworths will do to compete with that, which they must do because they have Aussie mums and dads as shareholders and the board will get the sack if they don’t keep making profits each year, so they will go to more and more products where you can’t compare a price. "I call that ‘extreme capitalism,’ and it’s a disadvantage to consumers."

FOOD MAGAZINE

Pregnant women avoiding "risky" foods lacking proper nutrition: study

http://www.foodmag.com.au/news/pregnant-women-avoiding-risky-lacking-proper-nut

An Australian study has found women who are pregnant or trying to conceive are not getting adequate nutrition because they’re avoiding potentially “risky” foods. The University of Newcastle **study** has led to questions about whether the warnings about which foods to consume and avoid during pregnancy need a review. Published in Public Health Nutrition, the study is the first to look at nutrient intakes of pregnant women who abided by warnings about Listeria and avoided foods including soft cheeses, pre-packaged salads and cold meats. Listeria is linked to still birth and premature birth and those who eat foods potentially containing the bug face a 20 per cent higher chance of miscarriage. But, the problem is that women who do consume these foods and therefore run the risk of pregnancy complications, also have the highest intake of nutrients essential for a healthy pregnancy and baby. “This is quite a dilemma,” lead researcher, Professor Clare Collins said. “It is important for pregnant women to achieve a balance between an adequate intake of nutrients such as folate, iron, zinc and protein, and reducing their risk of Listeriosis. “In our study, moderate or low consumption of foods at risk of contamination by Listeria was not associated with an increased risk of miscarriage, suggesting that a balanced consumption of potentially risky foods with foods containing essential nutrients may be the best approach.” She said the findings from the study suggest a more detailed set of recommendations might be needed, as the current Australian Government may be too simplistic in its warnings about Listeria and food avoidance. “The recommendations need to include the list of ‘risky’ foods, but should focus on giving women low-risk alternatives to help them meet their optimal nutrient targets,” Collins explained. “Women need to know how to balance opposing risks. “We want them to feel confident about the foods they choose, so they minimise the risk of Listeriosis while giving their baby the best possible start to life.” Listeriosis is relatively rare in Australia today, as regulations around food preparation and storage are improved.

In 2008, there were about 65 cases of Listeriosis reported in Australia. Of those, 12 of occurred during pregnancy and one case was fatal. “Our findings suggest that a moderate consumption of potentially risky foods may be the optimal approach,” the authors concluded.

FOOD MAGAZINE **Ready meals on the rise**

http://www.foodmag.com.au/news/ready-meals-on-the-rise

While there are many that like it complicated, there are others that like it easy. And if the recent figures on the Australian ready meals market are anything to go by – then it appears that more and more Australians are moving to the latter. With increasingly busier lifestyles, individuals and families are now reaching for the conveniently packaged ready meals in the supermarket rather than racing through aisles to find ingredients to make that perfect Sunday roast.

A booming market in meals

According to figures published by market research group, Datamonitor, in February, the Australian ready meals market has increased at a compound annual growth rate of more than seven per cent between 2004 and 2009, with the frozen ready meals category leading the market - accounting for a share of 62 per cent. A report published by Euromonitor International late last year revealed that McCain Foods Australia was the leading player in 2009 - accounting for 26 per cent value of the market. The company’s frozen pizza range accounted for 73 per cent value share in 2009.

More than just pizza

According to McCain, it is not just its frozen pizza that is doing so well. The company’s Red Box and Healthy Choice ranges have grown every year in the last five years. This is mainly because of an increase in consumer interest in easy meal options that support a healthy and balanced diet, says McCain. In 2010, the healthy segment of the frozen ready meals market generated more than $201 million in sales. McCain made the move to meet this demand shortly after in January 2011 with the launch of three new Healthy Choice Bowls: Mild Indian Chicken Curry, Singapore Noodles and Mexican Chicken. With food manufacturers such as McCain showing positive growth in the ready meals sector, it was not long before supermarket giants such as Woolworths and Coles decided to tap into the market.

Home brands hone in

In 2008, Woolworths launched a range of ready-made soups in its stores, and earlier this year, the company went on to roll out a range of ready-made risottos.

“Over the past two years we have seen significant growth in [the ready meals market] as we have worked to grow and improve the range,” a Woolworths spokesperson told Food Magazine.

Today, Woolworths offers a range of “home-style cooked meals,” including curries, soup, pizza, pasta and a private label brand called Emily's Kitchen. “The idea behind our ready to eat range is to offer our time-poor customers, who may not have time to cook at home, a range of home-style cooked meals without the work that use quality ingredients and are competitively priced,” the spokesperson said. Launched in 2010, Woolworths’s Emily’s Kitchen range includes 40 different meal cuisines, including Italian, Indian and Asian. The range is available as single serve meals, meals for two and vegetable side dishes such as scalloped potatoes. In June 2009, supermarket rival Coles launched a new range of ready-made curries in two of its stores. Today, the company’s Curry Pots are available in 366 stores across the country. “Coles recognised customers were looking for great tasting, good value and convenient Indian meals and we answered this demand with our now famous Curry Pots,” a Coles spokesperson said. “Since then, the range has gone from strength to strength… Interestingly, we now have customers requesting much hotter curries.”

Ready for the future?

Euromonitor International projects that consumers will increasingly blur the distinction between home cooking and ready meals, seeking the best of both. "[Consumers] will add extra toppings to chilled and frozen pizza and augment dinner mixes and dried ready meals with their own vegetables," the market research group writes on its website. "They thus benefit from the convenience offered by ready meals, while also being able to ensure a fresh flavour and improved nutritional benefits. This will also enable consumers to eat ready meals frequently without becoming bored by a lack of variety. The flexibility of these product areas will benefit their volume growth during the forecast period, while frozen ready meals will suffer due to its lack of flexibility, seeing considerably slower volume growth."

FOOD MAGAZINE **To gloss, or not to gloss?**

http://www.foodmag.com.au/features/to-gloss-or-not-to-gloss

A decade or two ago, supermarket aisles were full of high gloss packaging, but things have changed.

A gloss finish has been aesthetically pleasing to consumers, because of its high reverse print quality and clinical reflective finish. It presented a pack image that is high quality, fresh and professionally produced. This was achieved by initially reverse printing an image to a transparent film (like BOPP or PET) and then laminating this to a secondary substrate. This was particularly interesting for packs that were traditionally packed in surface printed papers and films, where most surface printed packs would look 'tired' after pack handling. Gloss varnishes were lacking and could not come close to the reverse printed film laminations. Additionally the reverse printed film presented the perfect scuff resistance and also allowed packs to be printed in the seal areas. These glossy packs stood out on the supermarket shelves and everyone wanted it. Form Fill and Seal packs, like powder sachets, chip packs and labels, started to convert to the superior laminations. Based on the varnishes unmatched gloss performance against reverse printed films, this trend continued until a majority of flexible packs were using the high gloss reverse printed films. Eventually there was a continuous line of gloss packs on the supermarket shelves. Furthermore, traditional PE coated Paper wraps like ice-cream lollies were being replaced with gloss finished surface printed BOPP's. Paper/Foil/PE type sachets were going to more extremes of adding an extra PET film, gloss finishing the more costly PET/Paper/Foil/PE laminate. From a marketing perspective, it became frustrating to achieve product differentiation on the super glossy super market shelves. Over the last five years, in response, there has been a gradual reversal from gloss to a matte as a point of difference. A more natural looking paper appearance has become more appealing to consumers from an environmental perspective. The matte finish also better suits the image of certain products being packed. Chip packs are an example of this. About eight years ago only a few 'kettle' type chips were packed with a matte finish. Today the matte finish has spread across many other chip types and brands. Similarly, some of the chocolate coated confectionery packs have also moved from gloss to matte finishes. Interestingly, it has been said that consumers have a subconscious association of gloss packs and 'weight gain'. Packing theses type of products in a matte finish breaks this subconscious association and creates a more healthy perception of the product.

There is also a growing trend in combining a matte and gloss finish on the packs. This involves a specialised printing process, but presents unique finishes on the packs, where the packs are predominately matte, but have a gloss finish enhancements over the brand names or specific images. This is now popular and frequently seen on ground coffee or coffee bean packs.

More recent printing technologies have developed varnishes and inks that present much improved scuff resistance plus matte and gloss outcomes, which rival the reverse printed films. One can now achieve excellent print finishes and quality in paper laminates, making it easier for consumers to tear open the packs or sachets.

FOOD MAGAZINE

Repackaging our future to reduce waste

http://www.foodmag.com.au/features/repackaging-our-future-to-reduce-waste

With the debate around climate change becoming increasingly more mainstream, food manufacturers must start considering innovative ways to reduce food waste and become more resource efficient.

Consider this. For every bag of groceries you buy this year, you will most likely throw one in five of them in the bin. It sounds ludicrous, but with the average Australian household now wasting around $1,036 worth of groceries each year, it is an all too prevalent reality that is often ignored. While many will shake their head at how much hard earned money Australian families are throwing away, the scale of food waste and the resultant environmental impact should be just as baffling. When food is wasted the vast majority of it ends up in landfill, where it rots and releases harmful methane gases into the atmosphere. The impact of this is greater than most think because the energy and resources used to harvest, process, warehouse and distribute this food are also wasted. Of Australia's total greenhouse gas emissions, 23 per cent comes from our food supply chain - second only to coal fired power stations. The confronting statistics don't stop there, as our food waste isn't confined to our kitchen bins. According to the NSW Environmental Protection Agency (EPA) report published in 2012, a whopping 74 per cent of food is wasted before it even has a chance to be sold. This is largely due to labelling issues, supply chain inefficiencies, lack of stock rotation, inadequate refrigeration, with consumers playing their part too by not understanding the difference between "use by" and "sell by" dates. Strictly from a business stance, avoiding waste makes sense. It saves money, reduces environmental impact and can build brand recognition.

Like most things however, the devil is in the detail, and in many cases reducing waste can seem challenging. That being said, there are a number of things food manufacturers can do to help reduce their waste profile.

Use your supply chain as a force for good

In recent years, supply chains have taken centre stage in the move towards a more environmental and socially responsible society. The 2013 United Nations Global Compact Corporate Sustainability Report found that companies are increasingly talking about supply chain sustainability. It is here, deep within the supply chain, where food manufacturers can start taking a stand against waste and the resultant social and environmental impacts. By starting with the traditional measurements of cost and performance and then looking beyond them to consider the entire value chain - including sourcing, distribution, usage and recycling - manufacturers can address social and environmental challenges without sacrificing cost competitiveness or performance. Through this process, food manufacturers should be able to make smarter, more informed choices that consider the entire product lifecycle and reduce overall environmental and social impacts, while also ensuring economic viability.

Embrace technology

In any discussion about climate change, it is unfortunate that packaging is often considered part of the problem rather than the solution. Technological advances mean packaging can now be in the vanguard in the fight against waste. For example, packaging that uses vacuum and oxygen scavenging technology has been found to increase product quality and shelf life by reducing oxidation and the resultant degradation of many food products. Ensuring a clean environment in food processing rooms should also be a first priority, as processing hygiene has a critical impact on shelf life. Look for hybrid systems with greater cling to improve sanitation while reducing water usage. From a food manufacturing perspective, another simple way to help reduce food waste is by ensuring your product labelling is clearly defined so consumers know exactly how to store their food and when to consume it by.

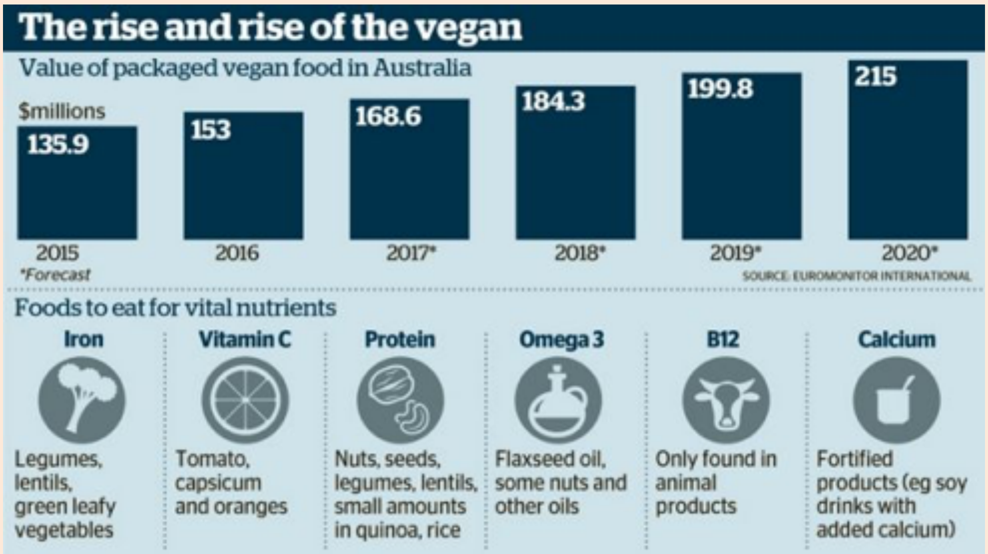
Find a good partner

For those food manufactures not in a position to radically overhaul their supply chain, or take on the latest technologies, there are still ways in which to reduce the amount of food ending up in landfill. For example, some food is discarded because it is considered unavoidable waste that cannot be sold or eaten. Vegetable peel, egg shells and animal bones are a perfect example. Many of these by-products end up in landfill but, through the right partnerships, there are ways for reuse. As an example, animal bones could be further processed to produce liquid beef stock or processed to feed livestock and animals. Another way we can become more ***food savvy*** is through partnerships with food recovery organisations such as FareShare, OzHarvest and FoodBank. These charities collect excess food from commercial outlets and deliver it free of charge to the needy across the country. FareShare alone provided nearly 900,000 free meals last year from food that would otherwise have ended up in landfill. For companies unsure how to reduce their food waste, turning it into something that benefits disadvantaged parts of the community is an example of how we can all create a better way of life.

Sydney's vegan heartland: The battle between two suburbs

http://www.domain.com.au/news/sydneys-vegan-heartland-the-battle-between-two-suburbs-20160725-gpzjoe/?utm_source=outbrain&utm_medium=cpc&utm_content=link-widget&utm_campaign=c-all-alwayson_ffx

For renters choosing the next place to set up camp, the battle of the suburbs rages when it comes to the area with the best food culture. Australia is now the third fastest growing vegan market in the world and restaurants are keeping up. This is particularly the case when it comes to Newtown and Bondi, two havens of plant-based dining, beloved by vegans and renters alike.



But which has the most to offer herbivorous foodies? While Newtown has been a vegan and vegetarian heartland since King Street's Green Gourmet opened 16 years ago, Bondi is a relative newcomer to the scene. When Funky Pies opened seven years ago, emerging as one of the most popular participants on **Bondi's meat-free scene**, it was the only 100 per cent vegan cafe in the area. Vegan options are popping up at an increasing rate in Bondi, but also in the **Hills, Manly and Crows Nest**, Funky Pies sales and operations manager Joelle Miller says. "Food is definitely a big part of the Bondi lifestyle," she says. Tourists, locals and vegans from all over Sydney regularly visit the cafe. "Bondi has become a hotspot with other vegan cafes and businesses popping up. It's great to see others having a crack and supporting cruelty-free lifestyles in our neighbourhood." But she says Newtown has always been "and continues to be" a hub of vegan food and businesses. "Go anywhere along King Street and you'll find heaps of options. A few Newtown institutions have recently cut all animal products from their menus and their business continues to grow with customers queuing down the street for a table." After all, Newtown is Sydney's "original vegan friendly suburb" and is nicknamed Vegantown by locals, Superfood Sushi founder Penelope Marshall says. It's also the suburb of cruelty-free food novelty. While Sydney's only vegetarian butcher, Suzy Spoons, closed on King Street earlier in 2016, there are many other "Sydney's only" and "Sydney's first" vegan options. The first vegan sushi place in Sydney, Superfood Sushi, is a recent arrival on the Newtown food scene. "Newtown is home to vegan sushi, fish and chips, gelato, raw vegan, pizza and a number of mock meat Vietnamese and Chinese eateries," Ms Marshall says. Many of these establishments are casual, compared with the recent addition of upmarket vegan eateries in Bondi. And many of the healthier and raw-food options are Bondi-based. "If I was going on a special date night or occasion I would probably head to Bondi, but in terms of variety I reckon Newtown wins hands down," she says.

Her clientele tends to be those who work and live locally, while on the weekend it's also frequented by those from the suburbs. So **Newtown wins for having the most vegan restaurants** for casual dining, while those happy to eat at vegetarian establishments will find many choices in both suburbs. And most restaurants in these areas, even of the non-vegetarian variety, will happily cater to vegan diets. But it's not cheap living the life of a vegan, with both Bondi and Newtown part of Sydney's million-dollar suburb club, where the median house price is more than seven figures. And renting in either vegan hotspot isn't cheap. In Bondi, the weekly median advertised rent for a unit is $677 a week while in Newtown apartments rent for $500. But for those looking for a cheaper vege-friendly neighbourhood, there's another option a little further out of town. In Cabramatta, 30 kilometres from Sydney CBD, you can easily find a vegan banh mi or noodle soup at cheap prices. It has two vegetarian grocery stores – Just Green and Zen Gardens where you can pick up mock-meats and cheeses – as well as food options from Thai to Vietnamese. And with rent much lower, at $400 a week for a house and $320 a week for an apartment, it's worth considering.

Australia is the third-fastest growing vegan market in the world

http://www.smh.com.au/business/consumer-affairs/australia-is-the-thirdfastest-growing-vegan-market-in-the-world-20160601-gp972u.html

Like many Australians, Amanda Brewer grew up eating meat and three veg. Now she has scrapped the meat and laughs at the idea of just three types of vegetables. "When we get up in the morning it's

smoothies: mango, berries, flaxseed, chia seed and spinach. By 9am the kids have had a full rainbow of food." For the past year the Brewer household on Sydney's northern beaches has been vegan – that means mum Amanda, dad Trent, India, 9, Oscar, 4, and Noah, 2. Even the three family dogs are served up specialty vegan dog food when it is locally available. The Brewers are an example of the increasing move towards veganism in Australia, now the third-fastest growing vegan market in the world, after the United Arab Emirates and China.

Data from **market researcher Euromonitor** International has shown Australia's packaged vegan food market is currently worth almost $136 million, set to reach $215 million by 2020. "An increasing number of companies are expanding their consumer appeal by staying away from animal ingredients whenever possible," said Ewa Hudson, head of health and wellness at Euromonitor International. "The rising demand and trend for vegetarian and vegan proteins indicates where the market is moving right now." Currently the biggest vegan food labelling market is the US ($1.75 billion), followed by Germany ($614 million), Britain ($507 million) and Australia. n Australia the largest product sector for vegan labelling is dairy-type products, worth $83.7 million, followed by sauces, dressings and condiments ($26.3 million), biscuits and snack bars ($12.5 million), confectionary ($6.9 million), breakfast cereals ($5.4 million) and spreads ($1.1 million). Alternative milk has experienced the strongest growth in recent years, driven by a strong shift towards almond milk and away from grain-based milk, such as soy.For the Brewer family, the switch to veganism happened gradually after Mrs Brewer researched and sampled the diet for six months. She was largely drawn to the diet after the World Health Organisation released a landmark report denouncing bacon, hot dogs, sausages, ham, and other types of processed meat as Group 1 carcinogens, last year.

"We eat tonnes more fruit and vegetables ... and my belief system and my conscience are now in line with my actions, which I am able to pass on to my kids," she said. After the morning smoothie, lunch for the children involves steamed vegetables, salad sandwiches and fruit for snacks. Dinner could be a five-bean and tofu bolognese, vegetable soup, or homemade pizza, all made from the three vegetable boxes purchased at a local farmers' market every week for about $80, and a $200 shop at Aldi each fortnight. Once a week the whole family uses an oral B12 spray, a vitamin which is usually obtained through animal products. Nine-year-old India found the diet took some getting used to, having always eaten meat, eggs and dairy until she was eight years old. "I like being vegan because it's good for the animals and the earth and it's healthy," she said, adding that she does not miss meat "at all".

While some question the nutritional value of a vegan diet, dietitian and spokeswoman for the Dietitians Association of Australia Simone Austin said the diet can work. "It can be balanced, as long as you plan well," she said, but added that people considering a vegan diet out of health concerns should not always assume it is more nutritious. "Often people change because they think it's healthier. It's really important to realise it isn't necessarily healthier ... because people are not including foods they need." Ms Austin said vegans needed to look harder for "protein, zinc, iron, omega 3s, calcium and B12" in their foods. A recent study by the CSIRO and the University of Adelaide found one in six Australians is avoiding milk and dairy foods, despite having no medical reason to do so, prompting concerns of nutritional deficiencies. Ms Austin said all vegans should seek fortified drinks and foods, such as soy drinks with added calcium.Switching the whole family to a vegan diet, Mrs Brewer said she faced mild opposition from family and friends, with some suggesting she was "brainwashing" her children. "It was always those that had the least education about nutrition and had suffered the most medical issues," she said.

"When my kids are older and they are their own person they may make their own choices [to eat meat], and I will need to respect that." Australian Dietary Guidelines say "appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthy and nutritionally adequate".

AUSTRALIAN HEALTH SURVEY
CONSUMPTION OF FOOD GROUPS FROM THE AUSTRALIAN DIETARY GUIDELINES

http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4364.0.55.012main+features12011-12

The 2013 Australian Dietary Guidelines (ADG or the Guidelines) include the Guideline that Australians "Enjoy a wide variety of nutritious foods from the Five Food Groups every day and drink plenty of water" where the food groups are:

- Vegetables and legumes/beans
- Fruit
- Milk, yoghurt, cheese and/or alternatives
- Lean meat and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans (lean meats and alternatives)
- Grain (cereal) foods

The Guidelines include minimum recommended numbers of serves that the population should usually consume to satisfy their nutrient requirements and minimise diet related chronic disease risk.[1]

ARE AUSTRALIANS MEETING THE GUIDELINES?

Most Australians did not usually meet their recommended minimum number of serves for any of the Five Food Groups from non-discretionary food sources.

Vegetables and legumes/beans group

- Overall, Australians aged two years and over consumed an average of 2.7 serves *of vegetables and legumes/beans* per day, with less than 4% of the population meeting the recommended number of serves.

- Adults (aged 19 years and over) had an average of 3.0 serves of *vegetables and legumes/beans* per day with less than 4% usually consuming the minimum recommended number of serves.
- Children aged 2-18 years averaged 1.8 serves per day and less than 1% usually consumed their recommended number of vegetable serves.

Fruit group

- Around 1.5 serves of *fruit* (including fruit juice and dried fruit) were consumed on average by Australians two years and over, with fruit consumed fresh or canned contributing around 1 serve, and fruit juice and dried fruit 0.5 serve.
- Children on average consumed more serves of *fruit* than adults (1.7 compared with 1.5).
- Nearly one third of Australians aged two years and over (31%) met the recommendation for *fruit,* males more likely to meet the recommendation than females (33% compared with 28%).

Milk, yoghurt, cheese and alternatives group

- On average, Australians aged two years and over consumed 1.5 serves of *milk, yoghurt, cheese and alternatives* per day.
- One in ten (10%) Australians aged two years and over met the recommended number of serves of dairy and alternatives.
- One in fourteen (7.2%) females met their recommended number of serves for dairy and alternatives compared with one in eight males (12%).

Lean meats and poultry, fish, eggs, tofu, nuts and seeds, and legumes/beans group

- The average consumption of *lean meats and alternatives* was around 1.7 serves per day for persons aged two years and over.
- Around 14% of Australians met the recommended consumption of *lean meats and alternatives*.
- Adults were more likely to meet their recommended number of serves of *lean meats and alternatives* than children (18% compared with 4.5%).

Grain (Cereal) foods group

- On average, Australians aged two years and over consumed around 4.5 serves of *grain (cereal)* foods.
- Almost one in three Australians (30%) met the recommended guidelines for *grain (cereal)* foods.
- Males were more likely to meet the guidelines for *grain (cereal)* foods than females (35% compared with 25%).

DO AUSTRALIANS DRINK PLENTY OF WATER?

The Guidelines also include the recommendation that Australians consume plenty of water. In 2011-12, the average amount of plain water, either tap or bottled, consumed by Australians was 1,064ml. An additional 325ml of water was consumed from non-discretionary beverages such as tea and coffee. Plain water contributed around half (50%) of Australians' total beverage consumption.

WHAT ABOUT DISCRETIONARY FOODS?

The Guidelines recommend that discretionary foods (i.e. those not necessary for nutrients but are often high in saturated fat, salt, sugar or alcohol) are only consumed sometimes and in small amounts. However, over one-third (35%) of total daily energy in 2011-12 came from foods and beverages classified as discretionary.[2] To remain consistent with the ADG, only non-discretionary food sources were counted towards the amounts of Five Food Groups consumed in comparisons with recommendations.

ORGANIC MARKET IN AUSTRALIA

AUSTRALIAN CERTFIED ORGANIC STANDARD

http://austorganic.com/australian-certified-Organic-standard2/

Australian Certified Organic Standard

Australian Organic is here to guide and inform consumers about how to purchase 100% honest organic products and what certified organic really means. The *Australian Certified Organic Standard* is the rulebook for businesses certified with Australian Certified Organic. Have a look at it if you want to know what it means to be certified organic.

The Standard

http://austorganic.com/wp-content/uploads/2016/11/ACOS_2016_v2.pdf

It is reviewed every three years to ensure it meets industry expectations and changes with new practices and research. It applies to a range of organic businesses – food and drink, cosmetic, fibre, farmers, processors, retailers and manufacturers of certified organic ingredients. Although there are national organic and biodynamic standards set by the Australian Government, as an organic certifier Australian Certified Organic is required to have its own standard. As one of the strictest standards in Australia, it brings together the requirements of national and international relevant standards so consumers have a simple choice when buying organic produce. The high quality of the *Australian Certified Organic Standard* has earned equivalence with a number of international organic standards, including the European Union, for livestock and wine export, whereas Australia's national organic standard hasn't been able to achieve this. The Standard is upheld by regular and random annual audits of certified organic companies and products holding organic certification.

"NATURE & HEALTH"

(Australian Awareness Monthly News)

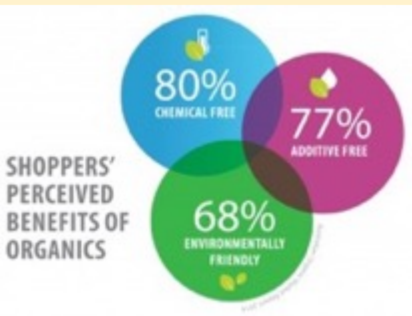
https://www.flipsnack.com/austorganic/nature-health-augsep-aoam-special.html

AUSTRALIAN ORGANIC MARKET REPORT (2017 version)

http://austorganic.com/wp-content/uploads/2017/04/AOMR-2017-Web-File-Download.pdf

Australia's appetite for organics at record levels

The latest Australian Organic Market Report reveals the nation's organic industry is worth $1.72 billion, up by 35% since 2012 and growing by over 15% each year.



The *Australian Organic Market Report* is a highly respected biennial publication commissioned by Australian Organic. It tracks industry and consumer trends in the Australian organic marketplace based on research by the Mobium Group, Swinburne University of Technology and ABS statistics. The 2014 Report shows consumption of certified organic food, cosmetics and household products are at a record high in Australia. Dairy and beef are the fastest growing organic sectors.

The 2014 Report has some interesting industry stats including:

- Dairy is the fastest growing organic sector, worth $113m
- Beef is the second fastest growing organic sector, worth $198m
- Wine grape production increased by a staggering 120% between 2011 and 2014
- There's 18% annual growth in certified organic skincare and cosmetics
- Exports of organic products have more than doubled from 2012 to 2014.

Plus information about organic shoppers:

- Organic purchases by those who are not categorised as green or sustainable shoppers increases from 24% in 2012 to 40% in 2014
- The Australian Certified Organic logo is by far the most recognised organic certification mark

- 1/3 of shoppers say they would only buy a product labeled as 'organic' if it is certified organic
- 69% of primary food shoppers claim to have bought at least one certified organic product in the past 12 months
- The *Australian Organic Market Report 2014* also asks for the first time why shoppers started buying organic.

The *Australian Organic Market Report* is funded by Horticulture Australia Ltd using voluntary contributions from Australian Organic Ltd and matched funds from the Australian Government.

AUSFOODNEWS DATA ANALYSIS FROM AUS ORGANIC REPORT

http://www.ausfoodnews.com.au/2014/12/10/australias-appetite-for-organic-foods-at-record-levels.html

New categories in the organic sector in Australia have driven record growth in the $1.72 billion industry, according to a biennial industry report from organic certifying group Australian Organic.

The **Australian Organic Market Report** is a biennial publication commissioned by Australian Organic that track trends in the Australian organic marketplace. This year's Report incorporates independent research by Swinburne University of Technology, the Australian Bureau of Statistics (ABS) and Mobium Group.

The organic industry is now valued at over $1.72 billion, representing a 15.4 per cent compound annual growth rate (CAGR) since 2009. Australian Organic said the growth demonstrated that consumption of certified organic food, cosmetics and household products was at a "record high" in Australia. The report found that Australia still has the largest area of organic land in the world (22 million hectares). There had been a 53 per cent increase in fully certified organic land area between 2011 and 2014. Australian organic production (farm-gate) value is $508 million, up 18 per cent since 2012.

Growth drivers

Availability of organics in major supermarkets and new independent organic retailers was in part responsible for this growth, according to Australian Organic.

However, an "extremely strong" export market was also supporting existing farmers and producers as well as encouraging new entrants into the organic arena. Exports of organic products have more than doubled from 2012 to 2014 with the organic export market now worth $350 million.

Growth sectors

The **Australian Organic Market Report** found that dairy was the fastest growing organic category in 2014, and is now estimated to be worth $113 million. Among the dramatically growing organic dairy industry, yoghurt was one of the fastest-growing categories. "Going organic was something that was aligned with my personal values," said David Prior, founder of yoghurt brand **five:am**. "It's much easier to sell something you truly believe in, even if the raw materials are more expensive," he said. With compound growth of 127% 2011–2014, beef was the second fastest growing sector with a total value of $198 million in 2014. Alister Ferguson, CEO Arcadian **Organic & Natural Meat Co**., said Arcadian could meet consumer demand for organic beef. "At the moment we're trading equal amounts of organic and natural meat products but organic is always our preference," Mr Ferguson said. "It's what we market and need a lot more of. There is a solid future in organic meat farming and even if we doubled supply the consumer demand would continue to grow," he said. In **non-alcoholic beverages**, organic coffee saw the most dynamic retail value sales growth of 15 per cent to reach $10m in 2013.

Other growth sectors included:

- Wine grape production increased by 120% between 2011 and 2014 and is worth $117 million.
- Despite suffering during the drought, the organic grain category has grown by 20% with total crop values lifting by 67 per cent in three years
- 18% annual growth of organic cosmetics 2009–14 with skincare (35.4 per cent) and haircare (33.7 per cent) showing the greatest rise

Australian retail market for certified organic expected to continue growth

With demand for organics outstripping supply by 40 per cent, **Australian Organic** said the Australian retail market for certified organic products was also expected to continue on this growth path with private label products, certified organic processed foods and greater affordability driving this trajectory. "One of the most significant findings was that 69 per cent of primary food shoppers in Australia claim to have bought at least one certified organic product in the past 12 months," said Dr. Andrew Monk, Australian Organic Chairman. "This demonstrates that organics are gaining greater penetration beyond the group of consumers who have traditionally purchased them," he said. Organic purchases by those who are not categorised as green or sustainable shoppers also increased from 24% in 2012 to 40% in 2014.

Consumers' reasons for shopping organic

"For the first time, we asked consumers their reasoning behind choosing organics with 49 per cent of respondents claiming that they first purchased certified organics as they became aware of the impact food, fibre and cosmetics may have on their health," Dr Monk said. "16 per cent began buying organic specifically because of a health crisis," he said. Australians are becoming increasingly aware of product labels, reading nutritional panels and seeking information about the ingredients in the products they consume. According to Australian Organic, consumers are also "looking for reassurance" when buying organic with 70 per cent of all shoppers indicating that an organic certification mark increased their level of trust in a product. The report also revealed the perceived benefits of organic are consistently associated with what organic food does not contain and is not produced with. The top six: chemical free (80 per cent), additive free (77%), environmentally friendly (68 per cent), hormone and antibiotic free (meat) (60 per cent), non-GM and free range (each 57%). One-third (32%) of shoppers said they would only buy a product labelled as 'organic' if it was certified organic.

ORGANIC FOOD MANUFACTURERS IN AUSTRALIA

The Right Food Group Australian Organic Manufacturer
(www.rightfood.com.au/)
Award winning Australian clean, healthy, organic food manufacturer and supplier of organic ingredients, like coconut products. We are based in the Tweed ...

Our Company - Ozganics
(www.ozganics.com.au)
To find a stockist of our products in Australia or overseas, go to our Where to ... and was the first Australian organic manufacturer to make organic products. OZGANICS is a proudly 100% Australian owned organic, gluten and dairy free food manufacturer. The OZGANICS range is wholesome, low allergen food for ...

Australian Organic Food Directory
(www.organicfooddirectory.com.au/)
Welcome to Australian Organic Food Directory. We are a family run Directory that was founded in 2005. Our aim is o be a comprehensive resource for everyone ...

Organic Wholesale Health Food | Sydney Brisbane Melbourne| Australia
(www.goodness.com.au/wholesale-distributors-organic-food/)

Wholesale Organic Food and Drinks Suppliers - Fine Food Wholesalers
(https://finefoodwholesalers.com.au/.../wholesale-organic-foods-and-drinks-suppliers)
An Australian directory of organic food suppliers, distributors and wholesalers. Organic produce is becoming increasingly popular and sought after in the food ...

Organic Trader Pty Ltd | Eco, Organic, Fair Trade Brands
(https://organictrader.com.au/)
Organic Trader is one of Australia's most established natural and organic food ... a variety of industries including the eco, organic, fair trade, health food, greengrocers, ... Outstanding customer service to an expanding network of suppliers and ...

Australian Organic Network
(www.australianorganicnetwork.com.au/)
Certified Organic Food Wholesaler and importer. ... A profile of "Mr. Organics" Ben Debs, CEO of Australian Organic Network Pty Ltd, a pioneer of Australian ... Contact us if you are planing to manufacture value

added certified organic products.

Development, Manufacture of Natural and Organic Skin Care, Body ...
(www.australianorganicbrands.com/)
Australian Organic Brands holds Certified Organic Licenses with two independent ... our contract manufacturing clients with unique ingredients for their products; ...

AUSTRALIAN ORGANIC FOOD DIRECTORIES
http://enviro.org.au/organics-directory-australia.asp
AUSTRALIA ORGANIC FOOD DIRECTORY http://www.organicfooddirectory.com.au
ORGANIC FOOD DIRECTORY http://www.organicfood.com.au
ORGANIC GROWERS OF AUSTRALIA CERTIFIED http://www.organicgrowers.org.au
ORGANIC ASSOCIATION OF WESTERN AUSTRALIA http://www.ogawa.org.au

AUSTRALIA'S CERTIFIED ORGANIC PRODUCTS' CERTIFICATION

https://www.bellamysorganic.com.au/blog/why-are-there-7-different-logos-for-organic-certification-in-australia/

Why are there 7 different logos for organic certification in Australia?

We often look to logos on product packaging for a quick indication of their contents concerning origin, health benefit, quality etc., but when it comes to organic certification in Australia, what do all the different logos mean? Have you ever wondered why different products have different organic certification? We thought this week we should look at the different certified logos you can find in Australian supermarkets and find out what they represent!

Who accredits the different organic certifiers?

In Australia, organic certification is performed by several organisations that are accreditted by the Department of Agriculture, Fisheries and Forestry (DAFF), formerly the Australian Quarantine and Inspection Service (AQIS) under the National Standard for Organic and Biodynamic Produce. You click here to review this national standard. Currently there are 7 registered DAFF accredited certifying bodies.

The Department of Agriculture has accredited following certifying bodies and their logos:

NASAA Certified Organic www.nasaa.com.au

Organic Food Chain www.organicfoodchain.com.au

AUS-QUAL www.ausqual.com.au

Australian Certified Organic (ACO) www.aco.net.au

Bio-Dynamic Research Institute (BDRI) www.demeter.org.au

Safe Food Production Queensland (SFQ) www.safefood.qld.gov.au

The Tasmanian Organic Producers (TOP) www.tasorganicdynamic.com.au

*There are two certification bodies that work domestically and are not controlled by the Australian Department of Agriculture. These are **Organic Growers of Australia** who is accredited by the **International Organic Accreditation Service** and **SAI Global** which is accredited by the **Joint Accreditation System of Australia and New Zealand (JASANZ).**

What is the difference between these logos?
All certifying organisations belonging to these logos must ensure that their members comply with the national standard. Each certifying organisation has variations of this standard, however these are generally extra requirements as the National Standard for Organic and Biodynamic Produce is a minimum standard. DAFF will not accredit an organisation that allows a system that is less stringent that the minimum standard. If you are interested in the varying requirements for accreditation from an individual organic certifier, visit their webpage above for explanation. For further information contact the manufacturer and producer and enquire why they selected a particular body for certification.

Do these organic certifiers include place of origin requirements in their individual standards?
No, although many of the certifier titles include geographic descriptors in their titles, there is no requirement within the varying standards that certify place of origin. For consumers to be sure of that a product is Australian made for example, they will need to look for other cues on the packaging beyond an organic certification logo.

AUSTRALIAN DEPARTMENT OF AGRICULTURE
Organic Approved Organisations

Organic Approved Certifying Organisations
http://www.agriculture.gov.au/about/contactus/phone/aco

- **AUS-QUAL PTY LTD. (AUSQUAL)**
- **AUSTRALIAN CERTIFIED ORGANIC (ACO)**
- **BIO-DYNAMIC RESEARCH INSTITUTE (BDRI)**
- **ORGANIC FOOD CHAIN (OFC)**
- **SAFE FOOD PRODUCTION QUEENSLAND (SFQ)**

Organic and biodynamic produce

http://www.agriculture.gov.au/ag-farm-food/food/organic-biodynamic

The department's role in the domestic organic and biodynamic food industry

The department's Agricultural Policy Division is the contact for issues concerning domestic organic policy matters.

Certification of organic produce in Australia

There is no mandatory requirement for certification of organic product sold domestically in Australia. Many organic businesses however choose to be certified by an organic certification body to underpin truth in labelling requirements and promote consumer confidence.

Organic standards used in Australia are generally owned and managed by private organisations. Domestically marketed organic products are commonly certified by one of Australia's six private certifiers who base their certification standards on the National Standard for Organic and Biodynamic Produce Edition 3.4 July 2009 (the export standard which is also referred to as the National Standard) used by the department for export certification. The voluntary *Australian Standard for Organic and biodynamic products*, AS 6000-2009 (Australian Standard), was released on 9 October 2009. Standards Australia developed the Australian Standard through a representative committee comprising organic stakeholders, including certifiers, retailers, manufacturers, consumer groups and government agencies. The Australian Standard, along with the associated publication MP100-2009, Procedures for certification of organic and biodynamic products, is available at SAI Global

Labelling of organic and biodynamic produce for Australia's domestic market

All foods produced or imported for sale in Australia and New Zealand, including organic food, must be labelled in accordance with the Food Standards Code developed by Food Standards Australia New Zealand (FSANZ). FSANZ protects the health and safety of the people in Australia and New Zealand by maintaining a safe food supply. It is a bi-national independent statutory authority which develops food standards for composition, labelling and contaminants, including microbiological limits. These standards apply to all foods produced or imported for sale in Australia and New Zealand.

The Commonwealth's Competition and Consumer Act 2010 which replace the *Trade Practices Act 1974* and the various state and territories' fair trading laws protect against fraudulent and misleading practices (including for food labelling).

Organic industry contact

The Organic Federation of Australia is the peak body for the organic industry in Australia.

ORGANIC FEDERATION OF AUSTRALIA

http://www.ofa.org.au

Uniting the Australian Organic & Biodynamic Industry

The Organic Federation of Australia (OFA) was established in 1998 as the representative industry body for the organic & biodynamic industry in Australia.

Our role is to work in co-operation with all sectors of industry and government to develop the Australian Organic Industry from a niche industry into a significant component of Australian agriculture and deliver benefits & growth to consumers, producers, processors, retailers and the Australian environment. Australia has the potential for a strong and vibrant domestic & export industry in organics, currently growing over 15% annually, in an industry worth in excess of $1.72B in Australia.

Ref: Organic Market Report

BREAKING NEWS:- The National Organic Mark has been approved by the Federal Government, and released for immediate use by all certified organic producers, processors and retailers (at not cost to you).

Full details are HERE including:-

- Reducing Certification costs
- Rules of Use & Application

- Marketing ourselves
- One logo to look for
- Protecting the word organic

Thanks to all those involved in this momentous period of time for the whole Organic Industry! Contact your certifier today to get started on displaying the National Organic Mark on all your certified organic produce.......
For all media enquiries - please contact us on media@ofa.org.au

BECOME A MEMBER TODAY (OR A SUBSCRIBER)
Become a Subscriber here and receive our regular e-newsletter for free, and keep abreast of developments across the Organic sector in Australia and worldwide.
Or even better, become a financial member of the Organic Federation of Australia - and invest in the long term future of the organic industry.
Full Membership Details are HERE

BUSINESS EVENTS:- included organic producers, businesses, processors, certifiers, retailers, banks, media and investors. Thanks to all those that attended this fantastic Business Networking event in July in Sydney! We will have the summary and presentations uploaded shortly.
KEY TOPICS INCLUDED:-

- National Mark release
- Trade Access, Export & International Equivalencies
- Building supply across dairy, grain, fruit and vegetables
- Business Finance & Investment
- Domestic Legislation & AS6000

The OFA fulfils a unifying national role for the organic industry by representing all the interests of Australia's organic and biodynamic producers, processors and retailers to industry and governments at the local, State and Federal level. The OFA does not certify businesses or producers. The OFA is the only fully independent and representative National Organic Industry Body in Australia, and includes all sectors of the industry: Certifiers, horticulture, broad agriculture, meat production, dairy production, processors, wholesalers, exporters, retailers, consumers, IFOAM, inspectors, regional education and research organisations.

See website for full details on these key areas:

- LATEST ORGANIC NEWS
- MEMBERSHIP
- ABOUT THE OFA
- RESOURCES
- EVENTS & CLASSIFIEDS
- WORLD ORGANIC MARKET REPORTS

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