

Country of Origin Labelling – Submission

To whom it concerns,

Heavens Bakehouse is concerned about the implications and cost to its business if the proposed mandatory Country of Origin Labelling is approved.\

Heavens Bakehouse has approximately 20 sku's, and based on the Federal Government estimate of \$6,245 cost of new packaging per sku, our investment on packaging alone will be \$125,000. This cost of \$6,250 per sku is a reasonable approximation given the customer and supply chain requirements.

Implementing this scheme with new packaging and compliance will therefore be at considerable cost which will force the business to review its product development plans and related fixed costs, such as staffing levels and also, where it does business.

Further, the current real estate on our packaging will not be adaptable to the current proposal, requiring major packaging redevelopment.

The increased costs for the proposed Country of Origin Labelling scheme will be detrimental to our business and sales, will not be accepted by our customers and will therefore have to be absorbed by our business through other means, eg deletion of lines, reducing employment, etc.....

Heavens Bakehouse does not support the mandatory Country of Origin Labelling proposal. We would, however, support the current proposal if it was voluntary.

Best Regards