

Country of Origin Labelling – Submission

To whom it concerns,

Naturally Good Products Pty Ltd is concerned about the implications and cost to our business if the proposed mandatory Country of Origin Labelling is approved.

Naturally Good Products Pty Ltd has approximately **30** sku's, based on the Federal Government estimate of \$6,245 cost of new packaging per sku, our investment on packaging alone will be \$187,000.00

Our costs will be considerably higher than \$6,245.00, the impact on the cash flow of this business could radically reduce its ability to be a viable entity in its current format.

Implementing this scheme with new packaging and compliance will be at considerable cost resulting in loss of business, deletion of product lines, reduced employment and or looking to produce outside of Australia.

Our products are greatly affected by seasonal ingredients, implementation will require us to delete sku's and reduce employment opportunities

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 have to be absorbed by our business through other means, e.g. deletion of lines, reducing employment as a small Company it would definitely be at the cost of employing someone.

Naturally Good Products Pty Ltd does/does not support the mandatory Country of Origin Labelling proposal. We would support the current proposal if it was voluntary.