

Country of Origin Labelling – Submission

To whom it concerns,

Omniblend Nourish Pty Ltd is heavily concerned about the implications and cost to our business if the proposed mandatory Country of Origin Labelling is approved. This will be far more confusing to customers and uncertainty generally leads to alternate purchases.

The Government has invested some much over the past few years in Brand Australia and now will potentially devalue it.

Omniblend Nourish Pty Ltd has approximately 20 sku's, based on the Federal Government estimate of \$6,245 cost of new packaging per sku, our investment on packaging alone will be approximately \$125,000 (sku's x \$6,245). However due to much of our packaging requiring International registration in countries such as China the cost of many of these will be in excess of \$50,000 per sku as well as time delays (years) that will likely see products deleted and likely put us out of business.

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 affected by seasonal ingredients, implementation will require us to have multiple packaging for individual sku's which is not allowed by some international markets. This scheme may very well end our business. The increased costs for the proposed Country of Origin Labelling scheme will be detrimental to our business and sales.

Omniblend Nourish Pty Ltd does/does not support the mandatory Country of Origin Labelling proposal. This is an idea that is not economically feasible to implement and the Government is likely going to hurt those who they really think they are going to benefit. Small/Medium business is hard enough as it is especially in these times and now it may become even harder. We will all potentially need to prepare for increased prices, lost business, fewer exports, reduced employment, businesses failing and bankruptcy.