From: Kees Haverkamp
To: Origin Labelling; lily.ambrosio@parliament.vic.gov.au
Cc: Fabio Portella; Mauro Montalto
Subject: Labelling : country of origin submission
Date: Friday, 29 January 2016 10:58:09 AM

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29 January 2016

Contact and Address

Country of Origin Labelling – Submission

To whom it concerns,

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

Floridia Cheese Pty Ltd has approximately **60** sku's, based on the Federal Government estimate of $6,245 cost of new packaging per sku, our investment on packaging alone will be $375,000 (sku's x $6,245).
This cost of $6,250 per sku is a reasonable approximation.

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 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, eg deletion of lines, reducing employment.

Floridia Cheese Pty Ltd does not support the mandatory Country of Origin Labelling proposal. We would support the current proposal if it was voluntary.

Best Regards

Kees Haverkamp
Executive officer.