

## **Country of Origin Labelling – Submission**

To Whom it Concerns,

Bon Appetit Australia is extremely concerned about the implications and cost to our business if the proposed mandatory Country of Origin Labelling is approved.

Bon Appetit Australia has approximately 330 sku's, based on the Federal Government estimate of \$6,245 cost of new packaging per sku, our investment on packaging alone will be \$2,060,850 (sku's x \$6,245). Our costs will be considerably higher than \$6,250. 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 have multiple packaging for individual sku's at great expense and potentially 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 Labeling scheme will not be accepted by our retailers and will have to be absorbed by our business through other means, eg deletion of lines, reducing employment.

Bon Appetit Australia does not support the mandatory Country of Origin Labeling proposal. We would support the current proposal if it was voluntary.