



Tuesday, July 6, 2010

Who's making your morning juice?

Enjoy drinking fresh Australian juice or squeezing your own oranges?

Your actions not only give you a fresh natural healthy nutritious product as part of a balanced diet, but support Australian farming families around the country.

Unfortunately, as country of origin information on whole oranges (and other fruits) has gotten better, labelling on packaged and bottled foods hasn't.

A company can get around the Food Standards Code by calling itself *Australian Owned*, but be making its products offshore, or say something is *Made in Australia*, but from mainly imported foods that are then packaged here.

Citrus Australia Ltd, the national peak industry body representing citrus growers, is increasingly alarmed at how confusing and misleading labelling on fruit juices can be and is renewing its calls for simpler and more accurate product information.

"At the moment consumers should look for *Product of Australia* or *Not From Concentrate* on juice cartons, and *Product of Australia* or *Australian Grown* in the fresh produce section," chief executive officer Judith Damiani said.

The good news is that food labelling regulations are being looked at by our law makers.

"You can back up Citrus Australia's call for mandatory frank and informative labelling by sending us examples of misleading or deceptive food labels, especially fruit juice, you come across," Ms Damiani said.

Send your examples to admin@citrusaustralia.com.au or even post us the culprit label PO Box 5091 MILDURA VIC 3502 and we can alert the right people.

ENDS

For further information/images or to arrange an interview contact:

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