

20 August 2008

Embargoed until 8 September

Media Release

High profile Australians push campaign to ban harmful additives

Six artificial food additives which are to be banned in the UK after scientists likened their detrimental effects to those of lead on children's development are the focus of a new campaign supported by over 100 influential Australians.

To be launched on Monday 8 September, the campaign unites the efforts of the three leading food additive consumer advocates in the country, Julie Eady from Additive Alert, Sue Dengate from the Food Intolerance Network and Kathleen Daalmeyer from Additive Education.

The Kids First Campaign will demand that Australia's Food Standards Australia New Zealand (FSANZ) follow the UK's lead, put consumers first and ban these additives from Australian food.

The colours are being phased out in the UK by the end of 2009 after research from the University of Southampton, published in the esteemed medical journal *The Lancet*, confirmed they caused adverse behaviour affects in children "in the general population".

All leading supermarkets and major confectionery manufacturers in the UK have already agreed and are in the process of removing these additives from their products by the end of 2009.

As part of the Kids First Campaign, an open letter to FSANZ has accused the organisation of failing consumers and neglecting its responsibility to protect children's health.

The letter is signed by dozens of doctors, paediatricians, medical practitioners, academics, naturopaths, manufacturers, child health educators, dieticians, manufacturers, retailers, chefs and celebrities.

Amongst the high profile supporters are international celebrity chef Ian Parmenter, renowned nutritionist Judy Davie and Dr Ivy Bullen, MD, MBBS, D (Obst), RCOG, Fellow of the Australian College of Nutritional and Environmental Medicine.

The signatories tell FSANZ that it is wrong to not have acted swiftly to phase out the additives from Australian foods in light of the research and that it should legislate for them to be banned from all food and drink products by 2010.

The letter is part of a major lobbying campaign which includes an online petition at www.additivealert.com.au which enables consumers to add their voice.

Founder of the campaign, Julie Eady, says Australian consumers expect and assume that the safety of their food supply is second to none, and it is unacceptable to continue to use food additives which are being phased out in other countries because of proven risks.

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“Australian children deserve no less protection, and it is the job of FSANZ to ensure that our foods are free from additives and contaminants which could cause harm,” she says.

“FSANZ is continuing to allow additives, which have been shown to be detrimental to children, to be used widely throughout our foods and we are urging the public to support the campaign and add their voice to our online petition.

“Given the strength of the scientific evidence, the proactive example set by the UK’s food agency, and the duty of FSANZ to the Australian public, we are urging the FSANZ board to review the agency’s position on this as a matter of priority and we want consumers to assist us in getting the message across loud and clear.

The additives which form the focus of the Kids First Campaign are Tartrazine 102, Quinoline Yellow 104, Sunset Yellow 110, Carmoisine 122, Ponceau Red 124 and Allura Red 129.

They are widely used in lollies and drinks as well as in everyday foods such as yoghurt, fruit juice, muesli bars and ice cream.

In addition to being removed from foods in the UK, several of these additives have been banned for decades due to safety concerns in other countries including the USA and parts of Europe.

Australian food exporters to the EU will need to put a warning on their coloured foods stating: ‘may have an adverse effect on activity and attention in children’, but the same food sold in Australia currently does not need to carry a warning.

“With the building consumer momentum against harmful additives in food, we expect to see thousands of Australian consumers support our campaign,” said Julie Eady.

The Kids First Campaign online petition can be found at www.additivealert.com.au from 8 September.

Ends

Media contact Ruth Gourley, Shine Communications, (08) 9203 5891 or 0434 330 384.

Note to editors/producers: Julie Eady and Sue Dengate are available for media interviews by contacting Ruth Gourley on the above number.

Attached: list of high profile health professionals, educators, food manufacturers and other organisations who are supporting the Kids First campaign.

Note: See below for signatories to the campaign

KIDS FIRST CAMPAIGN SIGNATORIES AS AT 18 August 2008

Dr Lindsay Adams, MBBS, FRACP, Paediatrician
Ms Val Allen, Dip Ed, ND, Naturopath, Founder and Director, *Perth Natural Medical Clinic*
Dr Paul Bergamo, BAppSc (ClinSci); BCSc (Chiro), Grad Dip Health Sci (Nutrition), Division of Chiropractic, *School of Health Sciences, RMIT*, Chair, *Children's Health Centre of Australia*
Ms Jude Blereau, Author and Wholefood Educator, *Wholefoods*
Dr Ivy J Bullen, MD, MBBS, D (Obst), RCOG, Fellow of the Australian College of Nutritional and Environmental Medicine, *Balya Cancer Self Help and Wellness Inc*
Ms Debbie Bushell, MEd, BEd, Dip Teaching, Certified Parent Teen Coach, *Parent Teen Matters*
Ms Linda Byart, Health Advocate, CEO, *Well Men Centres*
Ms Narelle Chenery, Creator of Miessence, MiVitality and MiEnviron, Director Research and Development, *ONEgroup*
Ms Valerie Coles, Social Worker
Ms Leanne Cooper, Director, *Cadence Health*
Ms Carolyn Creswell, Founder, *Carmans Fine Foods Pty Ltd*
Dr Peter Daale, BA, BPsych, MSc, DBA, MAPS, FAIM, CEO, *Cancer Support Association of WA Inc*
Ms Judy Davie, Nutritionist, *The Food Coach*, Author, *Read the Label*
Mr David Day, CEO, *Mundella Foods Pty Ltd*
A/Prof Peter Dingle, BEd, BSc, PhD, Nutritional and Environmental Toxicologist
Ms Olivia Dyer and Ms Bridie Fulvio, Authors, *Low to No Additives: Family Favourites*
Ms Margaret Evans, Editor, *NOVA Magazine*
Ms Stefanie Fairbairn, BSc Hons (Nutrition & H Biol), Nutritionist and Early Childhood Educator
Mr Richard Ferreira, CEO, *Portobello Fresh Food Merchants*
Ms Jane Fricker, Founder, *Hullabaloo Food*
Ms Helen Frost, Nutrition Educator, *Powerful Nutrition for Life*
Mr Hasser Graham, Psychologist, *Hasser Graham and Associates*
Ms Tizzie Hall, International Baby Whisperer, *Save Our Sleep*
Dr Jason Han, Psychologist, PhD (Ed Psych), MSc (Neuro Psych), BSc (Hons), MAPS AAANT, *Balya Cancer Self Help and Wellness Inc*
Mr Don Hancey, Celebrity Chef, *Don Hancey Consulting*
Dr Elizabeth Harris *Kurow Medical Centre*
Maureen Hawke, Director, *Learning Connections*
Mr Jeremy Hill, Dip Nat Medicine, Naturopath and Founder, *Essential Health Centre*
Ms Elaine Hollingsworth, Founder / Director *Hippocrates Health Centre*
Dr Peter Holsman, Medical Director, *Well Being Institute of Australia*
Dr John Irvine, Child psychologist and author, Director, *Read Clinic*,
Prof George Jelinek, Professor Emergency Medicine, *Sir Charles Gardiner Hospital*
Prof Philip Jennings, Prof of Energy Studies, School of Engineering and Energy, *Murdoch University*
Ms Julie Jordan-Ely, Founder and CEO, *Paediatric Continence Association Of Australia (PCAA)*
Ms Annie Kavanagh, President, *Organic Growers Association of WA*
Dr Joe Kosterich, MBBS, CEO, *Australasian Institute of Anti-Aging Medicine (AIAM)*
Ms Renee Lintescu, Dietician, Principal, *Wellness Buddies*
Ms Grace Mazur, Managing Director, *Thermomix*
Mr Sandy MacKenzie, Former Member, *Australian Council for Children and Parenting*, Former Development Director of Public Health, *Burnet Institute of Medical Research*
Ms Jane McCaffrey, Masters of Nutritional Medicine (CAND), Education Director, *Life Academy*
Dr Joanna McMillan-Price, PhD Nutrit. Sc, Certified Nutritionist and Dietician, Author
Ms Jenny Michalczyk, Proprietor, *EnviroOptions*

Mr James and Ms Monica Meldrum, Founders, *Wholekids*
Ms Sidney M Mytton-Watson, MA, BA Dip FA, Author, ADHD Counsellor / Psychotherapist
Ms Cyndi O'Meara, Nutritionist, Author and Health Advocate, *Changing Habits, Changing Lives*
Ms Elizabeth O'Neill, BA (ECE), Grad Dip Health Promotions
Mr John O'Neill, BEd, Dip Teach (Primary), Primary School Principal
Mr David Oliver, CEO, *Solaris Care Foundation Cancer Support Centres*
Mr Ian Parmenter, *Consuming Passions*
A/Prof Brad Pettitt, Dean of School of Sustainability, *Institute for Sustainability and Technology Policy, Murdoch University*
Dr Sally Price, MBBS, FRACGP
Ms Katy Reed, *Smart Snacks*
Mr Brad Rieniets, Director, *Renner Health Products Pty Ltd*
Ms Sue Saltmarsh, Chairperson, *Drug Free Attention Difficulties Support Group*
Dr Joanne Samer, MBBS, Post Grad Dip Health Sciences
Dr Sonia Savage, BSc (Chiropractic), BChiro (Hons), Chiropractor, *Mullaloo Chiropractic*
Mr Tony Sharpe, Director, *Educating Palates*
Ms Helen Shaylor, Adv Dip App Sci (Nat), Naturopath, Nutrition Lecturer.
Ms Pat Slattery, retired Principal, Director, *WiseOnes: Nurturing High Potential*
Sharon Snowdon, BA BSc (Hons) Grad Dip Applied Psych, Psychologist /statistician
Mr Bill Statham, Author *The Chemical Maze, Possibility.com*
Mr Ross Taylor, Chairman, *Brady Cancer Support Foundation Inc.*, Past President, *Breast Cancer Foundation of WA Inc.*, Past President, *Cancer Support Association of WA Inc.*
Ms Jan West, Community Health Educator
Dr Keren Witcombe, MBBS DA DRANZCOG FRACGP Grad Dip App Sci Nutr Env Med.
Mr Martin Whitely, MLA BCom, DipEd, *Member for Bassendean*
Mr Ray Wilson, CEO, *Western Potatoes Ltd*
Ms Kay Winters, Occupational Therapist, *Indigo Peak*
Ms Ros Worthington OAM, Founder, *Breast Cancer Foundation*, Founder, *Make a Wish Foundation.*