



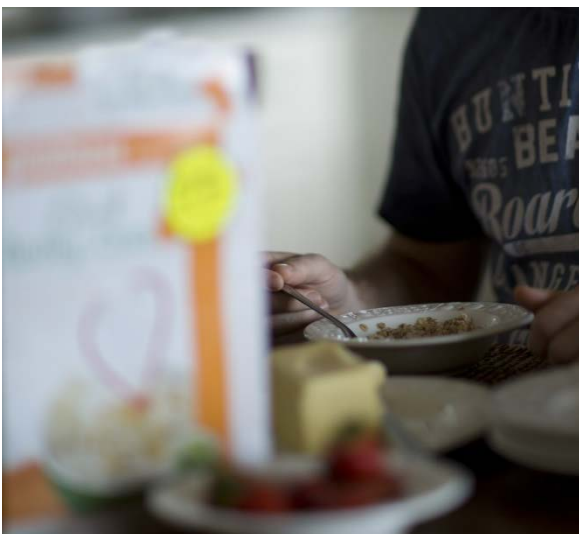
## Food and Beverage Product Labelling Workshop

### Unpacking food and beverage product labelling

Requirements for labelling of food and beverage products in Australia is a complex, changing and much debated area. To help businesses better understand product labelling requirements including compliance and well as opportunities to maximise product performance, CSIRO is hosting a series of free workshops to myth-bust and answer common labelling questions including:

- What are the new labelling rules about country of origin that could affect my Business?
- What do your consumers think of food labelling? Do they trust it?
- What is a health claim for the purposes of food labelling and what do you need to make one?
- How can I communicate the nutritional benefit of my food?
- Should I support the Health Star Rating system for my business? And how can I maximise consumer perceptions? Are there options to reformulate my product?

The workshop will cover topics that address the overlap of marketing, nutrition and health science and the law. Attendees will have the opportunity to have a free one-on-one meeting with the presenters for a product assessment and discussion about their business needs.



### Workshop presenters

#### Dr Malcolm Riley, Senior Nutrition Scientist, CSIRO



Malcolm is joint group leader of Public Health and Wellbeing Programs group at CSIRO. Malcolm's previous roles have included health and nutrition regulatory roles at Dairy Australia, Monash University and Queensland University. He is also the immediate

past president of the Nutrition Society of Australia.

Malcolm has a particular interest in health claims and food labelling. He has been involved in systematically reviewing scientific literature and conducting meta-analyses, assessed portfolio evidence intended to support health claims, and advised on health claims for specific and proposed foods that can be supported by current scientific knowledge

#### Genevieve James-Martin, Dietitian, CSIRO



Genevieve has a broad knowledge of Australian food regulation and draws on her experience working with a range of CSIRO customers on activities including scientific literature review and nutrition and health claims.

Prior to joining CSIRO, Genevieve worked as a clinical dietitian in a number of major public hospitals as well as positions in food service and private dietetic consulting.

#### When

8.30-10am

Thursday 26 October 2017

#### Where

Gate 13 Kintore Avenue  
Adelaide  
RSVP

COB Monday 23<sup>rd</sup> October

#### Questions?

Please contact David Monck 0422 88 22 90

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