CONSUMER ADVOCACY AT CHOICE

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What does CHOICE do?

Test and investigate

Publish the truth

Campaign for change
How we choose our campaigns

1. Consumer detriment
2. Consumer sentiment
3. Policy opportunity
4. Organisational opportunity
Developing a campaign
Campaign vision: Labels clearly identify the amount of added sugar in a product via the NIP and the ingredient list.
Targets, allies and opponents

FOR

AGAINST

The George Institute for Global Health

Australian Food & Grocery Council

Australian Beverages
Obstacles and opportunities

**OPPORTUNITY**

![Image of sugar](too_much_sugar.png)

**OBSTACLE**

![Image of Elf](elf.png)

**Nutrition Facts**

- Calories: 230
- Total Fat: 8g (10%)
- Saturated Fat: 1g (5%)
- Trans Fat: 0g
- Cholesterol: 0mg (0%)
- Sodium: 160mg (7%)
- Total Carbohydrate: 37g (13%)
- Dietary Fiber: 4g (14%)
- Total Sugars: 12g
- Includes 10g Added Sugars (20%)

*8 servings per container* 
*Serving size: 2/3 cup (55g)*
Tactics

Research

Media

The public

Government

Support clear labelling of added sugar

The public

Research

Tactics

Save 38kg a year!

End the sugar-coating

A choice report into added sugar labelling in Australia

Sweet swap

Take action now

Tel: State and Territory Food Ministers that to improve the health of Australians, we need improved sugar labelling.
How we could have better worked with academics
Food companies exploit school canteen guidelines to promote processed snacks

Esther Han

- Dr Kieron Rooney’s analysis

Food companies are exploiting school canteen guidelines and placing their own, unapproved logos on sugary biscuits and salty chips, promoting them as suitable, everyday lunchbox items, sparking calls for a ban for such promotions.
Capturing the meaning of “free range”: The contest between producers, supermarkets and consumers for the higher welfare egg label in Australia

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ABSTRACT

This paper shows how the Australian egg industry maintained its preferred definition of “free range” eggs in the face of a powerful consumer-driven challenge to its labelling practices. We show how a consumer law initiative intended to enhance consumer confidence and address misleading labelling of industrial-scale egg production as “free range” was reframed through the policy construction process so that the primary policy problem became one of assuring industry certainty in a volatile context for control over the governance of “free range” labelling. Drawing on notions of power in regulatory space, we show how a policy coalition of egg industry and government primary industries actors successfully advocated for “free range” to be legally defined in a new consumer law information standard in accordance with existing, industrial-scale free range production systems, rather than the smaller scale systems preferred by consumer and animal welfare advocates. While this decision reflects the traditional regulatory capture by agricultural industries of Australian fixed and animal welfare policy decisions making, we suggest that it equally reflects the evolving power structure in the retail egg market. More specifically, the major supermarket’s adoption of industrial “free range” eggs as their own standard for higher welfare egg labelling.

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1. Introduction

At the beginning of 2015, Australian federal and state consumer affairs ministers 2 together announced the introduction of a mandatory new information standard for “free range” eggs. This long awaited regulatory clarification of the meaning of free range was originally intended to “enhance consumer confidence and certainty around egg labelling” and its “response to growing consumer demand in the face of confusing and potentially false and misleading claims in the market” (LAI 2015, p. 2). For the time the new standard was announced in March 2015, however, the objective had changed to incorporate both “providing more information to consumers” but also importantly, “mitigating consumer uncertainty faced by egg producers and encouraging investment in the industry” (CIA 2015). In the disappointment of both consumer and animal welfare advocates, the new “free range” information standard ensured a maximum outdoor stocking density of 5,000 hens per hectare (in comparison with the 15,000 to 25,000 hens per hectare that they had advocated) and provided only for “meaningful and regular access to the outdoors”, without specifying further conditions such as size and positioning of doors to the outside, conditions on the range, and opportunities for natural behaviours such as dust bathing, pecking and scratching (LAI 2015, p. 2).

This paper shows how the egg industry was able to shape the consumer law initiative, with the support of primary industries ministers, to define the meaning of “free range” eggs in accordance with existing, industrial-scale, barn-based free range production systems, rather than the smaller scale, outdoors-based systems preferred by consumer advocates and some other stakeholders.

Drawing on the concept of “regulatory space” (Blumel and...
Achieving policy change

Advocating for SSB Taxation - A Case Study of Mexico
How to maximise the impact of your research to help make policy change;

- Get in contact at the beginning of a piece of research and see if there is alignment to one of our policy issues
- Give us the heads up if you are releasing a paper - we produce content so we can help promote!
- Suggest ideas. If you think more should be done in a particular area, don’t be afraid to ask us.
- Reach out for media opportunities. We are always needing quotes from subject matter experts and can help get your name out there.
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Working with content
THANKS!

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