



HEAD OFFICE

4 Carnavon Street
Private Mail Bag
GPO, Suva
Phone - General Office: 3300792, 3305478
Executive Secretary/CEO: 3305864
Fax: 3300115 Email: complaints@consumersfiji.org

LAUTOKA/West

Suite 4 Popular Building
Vidilo Street
PO Box 5396, Lautoka
Phone: 6864987
Email: consumerlwk@connect.com.fj

LABASA/North

19 Jaduram Street,
PO Box 64, Labasa
Phone: 8812559
Email: consumerlbs@connect.com.fj

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PRESS RELEASE

www.consumersfiji.org

Misleading labels and food adulteration is under watch, Council warns

THE Consumer Council is warning unscrupulous food manufacturers and retailers that it is making regular and random surveillance on food items being sold in the market in contravention of Fiji's food safety laws.

In the interest of consumer health and safety, the Council conducts checks on almost a daily basis on food products and the business practices of retailers who sell food items. Our action is complementing and supporting that of the Ministry of Health's Food Unit by supplying information and evidence of suspected cases of food adulteration, misleading labels, etc.

In reaction to the confiscation of two powdered milk productions as reported in the media today (22/01/10), the Council's surveillance teams are checking on supermarkets and other retailers who may be selling the products – Rainbow Instant Full Cream Powder milk and Sunrise Instant Full Cream Milk Powder.

Apart from the Ministry of Health 's confiscation of the two milk products, the unit in the past two weeks has also removed a cooking oil product for contravening the Food Safety Act (2003) and Food Safety Regulations (2009).

The ongoing actions taken by the health authorities should be a warning to food manufacturers and retailers that their attempts to fool consumers with cheap gimmicks and trickery will not be tolerated. And businesses must be constantly reminded that there are no compromises when it comes to consumer health and safety. A competitive and positive business environment cannot be created if manufacturers and retailers continue to engage in illegal and unethical conduct.

Furthermore, the Council wishes to reiterate that food adulteration and misleading/deceptive labelling are serious issues which it is working on.

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Ms PREMILA KUMAR
Chief Executive Officer