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Question 23 (8 marks)

Explain how government legislation and policies affect the Australian food industry.

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Policies are strategies put in place that assist with the management and functioning of the industry. Legislation are laws passed by government that manufacturers must abide by or they will be prosecuted. A federal law is the Trade Practices Act 1974, which controls restrictive trade practices, unconscionable conduct and consumer protection. A state law is the Trade Measurement Act 1989 which states that measurements of food products must be accurate and the food product must not contain less than what is stated. A local law is the appointment of food surveillance officers which inspect food, premises and equipment within the community. A policy is the promotion of a 'clean green' image through reusing and recycling. These place pressure on the industry to abide and ensure the quality of their products and thus prevent consumers from harm. Through consumers feeling safe, manufacturers will receive more purchases and market share.