

**HEADLINE:** Sugar and spice and all things not nice

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The introduction early next year of the Go Scan service is being tipped to give the federal government's healthier nutrition campaign a major boost through its ability to provide customers with product information courtesy of a smart phone. The technology also comes as a timely development for the groups like the Australian Food and Grocery Council. The announcement of plans to introduce the system being developed by Melbourne-based GSI Australia was made late last month in co-operation with the Australian Food and Grocery Council. In the initial months the service will only be accessible using an Apple iPhone before becoming compatible with other smart phones. The pending introduction of Go Scan follows a 15-month review of regulations applied to food labelling undertaken by former health minister Neil Blewett on behalf of the Australian and New Zealand Food Regulation Ministerial Council. Elsewhere calls are being heard for the Obesity Policy Coalition for traffic light labelling to be applied, a move previously established in 2006 by Diabetes Australia - Victoria, the Cancer Council Victoria, VicHealth and the World Health Organisation Collaborating Centre for Obesity Prevention at Deakin University.

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**MENTIONS:** Apple, Cancer Council, Deakin University, World Health Organisation, iPhone