



## Food labelling

EDITOR Martin Gilmour is correct in stating that food labelling in its current variety of formats is confusing (The Examiner, December 12).

That is why all major Australian public health organisations have been calling for traffic light labels.

This isn't about feeling warm and fuzzy; it's about empowering people, particularly those with low levels of literacy and numeracy, to make healthier choices.

Strong evidence shows these labels are effective in cutting through marketing spin and helping people to choose products that are better for them.

Ticks, numbers and percentages simply add to the confusion.

While there will always be people who are not concerned about what they put in their mouths, we know that most people genuinely want to make healthier choices.

Health Minister Michelle O'Byrne is supporting a system that will help people sort the fat from the fiction.

— JANE MARTIN, senior policy adviser,  
Obesity Policy Coalition.