

Brand Tasmania

Executive Building 15 Murray Street HOBART TAS 7000 Australia
GPO Box 123 HOBART TAS 7001 Australia
Ph: 6165 5053
Web: www.tasmanian.com.au
www.brandtasmania.com.au



Ms Caroline Atkinson
Agriculture and Water Division
Department of Primary Industries, Parks, Water and Environment
Email: sdn1regulations@dpipwe.tas.gov.au

Dear Caroline

Thank you for the opportunity to comment on regulations to control SDN-1 modified organisms in Tasmania.

Brand Tasmania has no specific comments on the regulations as drafted, recognising that the development of state-based regulations to control SDN-1 modified organisms has been designed to ensure that these organisms are effectively regulated the same as GMOs in the agri-food sector. This is particularly important for our agri-food producers who have relied on our GMO-free status to trade in markets that are sensitive to SDN-1 modified organisms.

Brand Tasmania remains a strong supporter of the continuation of the GMO moratorium (and the regulation of SDN-1 modified organisms) as an essential mechanism to differentiate and enhance Tasmania's appeal and competitiveness locally, nationally and internationally.

Where mainland economies depend on larger-scale commodity crops, and GMO bans have been vocally opposed on a cost basis, Tasmania has been able to produce many high quality niche products that can leverage a premium price through the GMO-free status we enjoy.

Our commitment to the GMO moratorium has set us apart from much of the rest of Australia, giving local growers and producers a significant competitive advantage, allowing our exporters to gain access to valuable key markets, at a time when safe and clean food has never been more important for consumers.

We believe that Tasmania's GMO-free status is a core component of Tasmania's brand, and the moratorium has served our brand well. Maintaining it protects an important point of difference and strengthening the moratorium through the regulation of SDN-1 modified organisms is an important way we can futureproof our brand.

Thank you again for the opportunity to make this submission.

Yours sincerely

Todd Babiak
Chief Executive Officer

29 January 2021

Copy to: Hon Guy Barnett, MP
Minister for Primary Industries and Water