



**Mr Michael Kloeters
Group Managing Director
Aldi Stores
1 Sargents Rd
Minchinbury NSW 2770**

10 June 2009

Dear Michael

RE: ALDI ACTION ON ADDITIVES

On behalf of the thousands of Australian consumers concerned about the use of food additives, we write to congratulate your company on plans to delete harmful food additives from your range. Already our network has received many positive responses from consumers and we will certainly be ensuring that our extensive network of members support your action without delay

You may be aware that in September 2008 the **Kids First Campaign** lobbied FSANZ to follow the lead of the UK food regulator and act to remove the six colours cited in the Southampton study. Despite strong support from more than 100 prominent and respected Australians, as well as the support of more than 15,000 Australian consumers via an online petition, our food regulator has so far refused to act on this issue.

We understand you plan to remove the six Southampton colours plus the eight other artificial colours currently used in Australia, and in addition some undesirable preservatives. Based on science, we would urge reduction of benzoate preservatives (210 - 218), sulphites (220-228), propionates (280 – 283) and synthetic antioxidants 310-312 and 319-320. We would be pleased to work with you on a program of harmful additive removal.

The **Kids First Campaign** will continue to pressure FSANZ to take legislative action on the six Southampton colours as a minimum. We would very much welcome your company's endorsement of our campaign and invite you to view the attached *Letter to FSANZ* which forms the basis of our campaign, and advise if you would be prepared to add your company as a signatory and join forces with us in our continued effort to encourage FSANZ to act on this issue.

Congratulations again on "doing the right thing" - and thank you!

**Julie Eady
Additive Alert**

**Sue Dengate
Food Intolerance Network**

**Kathleen Daalmeyer
Additive Education**

