

8th February 2010

Mr Hugh Cowan
Health Attack Pty Ltd
PO Box 302
BALMAIN 2041

Dear Hugh

Thank you for your recent application for your Smooze product. As you quite rightly pointed out, there is no specific category for registering this product albeit a nutritious item.

Industry is often at the forefront of development and an established criterion sometimes struggles to keep up with the innovation of manufacturers. At this time we are unable to register the product but will be considering a new category in the criteria review to suit products of this type.

The product may meet some of the state governments' minimum guidelines for school canteen products however; this would need to be evaluated on a state by state basis. The FOCiS criteria is stricter than the state government strategies and, for this reason, we cannot give the product national registration at this stage.

We understand this is a big disappointment for you as this is obviously a healthier product which you are quite passionate and excited about. We are obligated to administer the registration program under very strict guidelines or the integrity of the program would be jeopardised. This is why we have a Nutrition Reference Group to review the criteria every 2 years.

The next review is due now but we are holding off until the findings of the National Healthy School Canteens Project are published. There is no point in making changes to the criteria now and having to change them again in a few months time. We do anticipate that the review will be underway well before June this year and will contact you again at that time for some input.

Kind regards



Sandy Towell
Executive Officer