

Dear Mr Turner I would be grateful if my comment on the Import of Processed Tomato Products could be noted for the current Productivity Commission Inquiry. I heartily endorse Australian industry and home-grown produce, especially food products, being aware of the positive flow-on effects of supporting Australian workers, their families and local communities. However in all the media reports recently regarding the SPC Ardmona tinned tomatoes losing market share to imported Italian tinned tomatoes, there has been no mention of taste. When it comes to food it's flavour first, then ideology. I urge the Productivity Commission (if it hasn't already done so) to do a 'blind' taste test of Ardmona and Italian tinned tomatoes. Perhaps, like me when I first tried the imported tomatoes, you'll find they taste better, have a richer flavour, are not watery, contain more in a can and the liquid is good to use in cooking too. That's why I switched from buying Ardmona to Italian varieties. It is good to raise awareness in these times of greater competition from overseas products to our Australian industry, and the wider benefits (less unemployment, less dollars going to benefits etc) gained by buying Australian - but we're not talking about cars or shoes here - this is food and surely a key criteria for consumers (at least this consumer) has to be taste. If Ardmona can produce a better product - to match the taste and flavour of their rivals - then I will be most glad (and feel less guilty!) to buy their products again. Thanks. Regards Carmel Riordan [carmel@insiteimages.com.au](mailto:carmel@insiteimages.com.au) Note: I completed a feedback comment on SPC Ardmona website but it didn't accept it as "content ... may present a security risk"! (see attached).