

**SUBMISSION TO OBJECT TO TERMS PROPOSED BY THE  
EUROPEAN UNION FOR PROTECTION AS GEOGRAPHICAL  
INDICATIONS IN AUSTRALIA**

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**EU GI name you are objecting to: Product 92: Feta Cheese**

**Ground(s) of objection to the protection of the EU GI name**

1. The EU GI name is used in Australia as the common name for the relevant good.
2. The EU GI name is identical to, or likely to cause confusion with a trade mark or geographical indication that is registered or the subject of a pending application in Australia.

### Introductory Comments

The Australian Dairy Industry Council (ADIC) is the peak national representative body of the Australian dairy industry. It represents the interests of dairy farmers and processors across the entire dairy value chain to create a more prosperous and sustainable future for local industry and the regional communities that rely on it.

Dairy Australia is the national services body for dairy farmers and the industry. Its role is to help farmers adapt to a changing operating environment, and achieve a profitable, sustainable dairy industry. As the industry's research and development corporation (RDC), it is the 'investment arm' of the industry, investing in projects that cannot be done efficiently by individual farmers or companies.

The ADIC and Dairy Australia welcome the opportunity to provide input to the public objections process on the European Union's request that Feta cheese be recognised (and protected) as an EU GI in the Australian market as part of the Australia-EU Free Trade Agreement.

Before directly addressing our concerns with this request in relation to Objection Criteria 1 and 2, the industry reaffirms its continued, strong belief that the European Union erred in 2002 when it moved to register Feta cheese as a Geographical Indication of Greece - a move that was completed in the face of strong opposition from both international dairy industries and governments and from within the EU itself (notably Denmark and Germany).

This opposition reflects the fact that:

- Feta fails to meet the basic tests for acceptance as a PDO product (of having a clearly identifiable origin and having product characteristics that are essentially or exclusively due to the particular geographic environment prevailing in that place of origin. It fails these tests because:
- The name, Feta, does not refer to any identifiable geographic area or country having been derived from an Italian word for slice.
- The EU's designated production region for Feta effectively covers **all** mainland Greece and a number of, but not all, Greek islands. This area exceeds 50,000 square kilometres. The size of this area (and the exclusion of Greek islands like Crete that have similar topography and climate to the designated zones) undermines the idea that Greek Feta can possess a regionally specific terroir<sup>1</sup>, and
- Greek Feta can be made with differing mixtures of sheep and goat's milk (with up to 30% of the latter being allowed). Significant variations in the allowable milk inputs must impact on final product taste and, again, undermine any claim to a unique terroir for this product.

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1. A complete natural environment (including factors such as the soil, topography, climate and farming practices that imparts a unique characteristic taste or flavor to a product produced in that environment.

- At the time it registered Feta as a GI, the EU was provided with evidence of the continued historical production and trade of cheese of this name in many different countries and markets inside and outside the EU.
- The EU historically recognised the existence of non-EU production of Feta by creating an explicit, separate tariff line in its Customs Schedule to cover imports of Feta cheese (HTS 04.06.90.32) and, also, by providing access rights to its domestic market for this specific tariff line via import tariff rate quotas (TRQ) for cheese established under WTO rules.
- Further EU recognition of the widespread production of Feta outside the EU can also be seen in recent FTAs that it has concluded (such as the CETA with Canada) where the EU has made significant concessions regarding the continued right of local producers in those countries to continue their historical production of Feta.

### Specific Grounds for Objection

#### 1. ***The EU GI name is used in Australia as the common name for the relevant good.***

The DFAT website notes that an individual cheese name can be regarded as having become a “common name” in the Australian market if it used and understood locally as a generic or descriptive name for a particular type of cheese. This generic status is in turn determined by its historical usage in Australia, local consumer perceptions and how cheese with this name is marketed and used by local industry.

Feta cheese clearly meets all the criteria needed to be classed as a common cheese name in Australia.

A clear sign that the name Feta (or Fetta<sup>2</sup>) is in common usage in Australia is the fact that Australian firms have been producing this product for well over 40 years (i.e. decades before the EU declared it to be a GI). Migrant-based cheese makers such as Lemnos Foods and Olympus cheeses have been regular producers of these Mediterranean style cheeses since the early 1970s.<sup>3</sup> Dairy Australia data show that Australian firms were producing and selling over 1,000 tonnes of Fetta cheese annually from the early 1990s (again, well before the EU moved to register this name as a European GI).<sup>4</sup>

Currently, there are some 75 Australian dairy companies manufacturing different brands of Feta (or Fetta) cheese for sale in either the local or export market.<sup>5</sup> There are local Fetta cheese manufacturers operating in every Australian state and local

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2. The unique product descriptor used in the Australian Customs Tariff to cover imports of this cheese is Fetta (HTS 04.06.90.90.30), which explains why many locally produced and sold product lines use this version of the product name on their retail packaging.

3. The background stories of these firms can be found on sites such as *Lemnosfoods.com* or *Olympuscheese.com.au*.

4. Notably, in the early 1990s, the two major EU producers and exporters of Feta cheese were Denmark and Germany rather than Greece.

5. Dairy Australia – *Who Makes What* – website.

firms produce cheese under this common name from a variety of milk inputs including Goat's, Cow's, Buffalo and Sheep's milk.

While early Australian producers of Fetta often highlighted their European heritage and connections, many local producers now present a strong Australian focus in their marketing of this cheese (e.g. Southern Sky Cheese, Tasmania, Blue Bay Cheese from Victoria's Mornington Peninsula, Maleny Dairies from southern Queensland and Riverina Dairy in Albury, NSW.)

Even large local manufacturers such as like Lion Dairy present a clear Australian emphasis on their Fetta product which is sold under the South Cape (Tasmania) brand name.

Australian Fetta cheese production has risen steadily over the past 20 years, and has essentially quadrupled in that time. Dairy Australia estimates local firms produced and marketed over 8,000 tonnes of Fetta in 2017 and 2018<sup>6</sup>, with over 100 different brands of this cheese being sold to local consumers through a wide range of retail and food service outlets.

As noted in the Australian Financial Review in early 2016 (see Attachment A), the steadily expanding production of Fetta cheese in Australia has followed two main traditions - Greek and Danish – with some Greek-style cheeses being made from cow's milk but others mostly goat or sheep milk, while, smoother Danish feta is made from cow's milk. Australian dairies make both types to a high quality, and labels such as *Yarra Valley Dairy* and *Woodside Cheese Wrights* have won world cheese awards for their feta cheeses.

This fact demonstrates both the quality inherent in Australian dairy manufacturing and the broader international dairy industry's acceptance that feta is a cheese style and common cheese name rather than a preserve of the EU and Greece.

Australian dairy firms have also played a leading role in the development of marinated and Persian style feta cheese products for sale in both the local and international market. As Attachment A notes, several local cheese makers believe that - *"Marinated feta is very Australian. It is probably what Australia is best known for in exports of specialty cheeses to Asian markets."*

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6. Dairy Australia – *Australian Dairy in Focus*, November 2018, Table A6, Page 42.



By world standards, Australia provides relatively unrestricted access for all dairy imports including cheese. While the local Fetta cheese market has been steadily growing, import volumes of Fetta cheese has been relatively static.

ABS trade data indicate that Fetta cheese imports into Australia have averaged between 2,400 and 2,600 tonnes over the past five years<sup>7</sup> with imports of Greek feta partially accounting for between 1,400 - 1,500 tonnes of this volume in the same period.

These trends clearly highlight the widespread local consumer acceptance of, and demand for, locally produced Australian fetta cheeses and their ability to differentiate clearly between Fetta cheese from different countries of origin.

A review of the Australian domestic cheese market also confirms that the term feta (or interchangeably Fetta) is widely used by Australian food retailers as a common name for the soft, white-brined cheese that they offer for sale to local consumers.

This local consumer awareness, and understanding, of fetta cheese is not surprising given that the 2016 ABS Census estimated that 1.8% of Australians – roughly half a million people – identify themselves as having Greek heritage. This is a very large group of consumers who have no problem understanding this cheese and its uses (and who, for many years, have been comfortable purchasing locally produced volumes of this product reflecting both its quality and generic status.

The online offerings for *Fetta and Goat's Cheese* by major local supermarket chains in August / September 2019 show that they, and their customers, acknowledge and accept that this cheese can come in a number of forms and styles and can be sourced from a range of supplier countries (including Australia) and milk types.

- **Coles** online supermarket offers local consumers 33 different Fetta cheese products (28 retail pack lines and 5 loose delicatessen lines. These products come from four different countries of origin - Australia, Greece, Denmark and Bulgaria – and are made from three different milk inputs (sheep, cow, goat). See Attachment B for pictorial excerpts of these product offers.

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7. Source: Australian Bureau of Statistics Domestic Imports data via Dairy Australia.

- **Woolworths** online offers 47 products under the Fetta and Goats Cheese category (43 retail pack and four loose delicatessen lines). Again the website offers Fetta cheese from four different countries of origin and which use one or a combination of three different milk inputs. (See Attachment C).
- **Aldi** Online identifies at least five different lines of Australian-origin Fetta for sale under its in-house Emporium brand, plus also European (including German origin) product (Attachment D).
- Many other retail and foodservice delicatessen operations across Australia simultaneously offer multiple lines of Fetta cheese for sale, with distinct country of origins being identified for different products. For example:
  - Recent visits showed **David Jones** offering both clearly labelled Danish and Australian origin feta cheeses for sale in their Food Hall,
  - A major independent retailer in Sydney, **Harris Farms**, offers over a dozen separate retail product lines of Feta (Fetta) cheese – including identified separate Bulgarian Sheep and Goats Milk feta, Greek feta, and several lines of Danish and Australian Fetta cheeses (See Attachment E).

Beyond the retail sector there is a well-established food service trade for many lines of locally produced Fetta cheese in Australia (with Dairy Australia data suggesting that local firms are selling up to 1,500 tonnes of local Fetta cheese each year to local restaurants, caterers etc. each year).

The market situation described above (and shown pictorially in the attachments) highlights the quite sophisticated nature of domestic feta (fetta) cheese consumption in Australia.

It reinforces the fact that local consumers are clearly aware, and broadly accept, that Fetta is a common name for a type of cheese that can be sourced from a range of countries and milk types. In marketing this style of cheese, the major Australian supermarkets chains all clearly identify the country of origin (and the milk that has been used in the manufacture) of each specific product they offer to Australian retail and food service customers.

In fact, Choice Magazine has periodically undertaken comparison tests for its subscribers on the relative taste and quality tests of different nationality Fetta cheeses in the Australian market. In these reviews Choice has clearly identified that feta is a common style of salt brined cheese that can be made in different countries from different milk inputs (See Attachment G).

Reflecting this sophistication, some local manufacturers and retailers now use certain geographic terms to give their consumers additional information about the characteristics of their final product. Danish and Persian style feta is often seen as having a smoother and creamier texture than standard Greek-style product. So local companies often use these descriptors to differentiate their individual product lines (that have the same country of origin) in the minds of final customers. For example:

- South Cape Cheese offers Tasmanian, Greek-Style and Danish-Style variants of its Fetta cheese to local consumers.
- Lemnos offers Greek-Style; Low Fat, Organic and Smooth (Danish Style) products.
- Aldi offers Australian-origin Greek-style and Danish-Style Fetta under its Emporium brand label,
- Yarra Valley Dairy. Lemnos and Southern Sky Cheese all offer their consumers Persian Fetta lines to highlight the product's additional creaminess while still clearly specifying their product's regional Australian origin.

In all the above examples, local manufacturers and retailers clearly identify the nationality and milk source of their retail pack Fetta, in order to ensure that there is no risk of confusion among local consumers, who are well used to product being offered from different countries of origin.

The common name status of Fetta cheese sales in Australia can also be seen from the labelling of retail product. As the illustrated examples in various attachments show, the labelling of Australian-produced Fetta cheese is quite diverse. Many local firms do not seek to incorporate any link (via product coloring or font style) to Greece on their product labels as they are working to emphasise the common name Fetta and to build consumer preferences for their product lines based around their local regional origin. See Attachment H for further examples of how smaller Australian firms market their Fetta to local consumers.

The importance of retaining local company access to the common name Fetta is also demonstrated by a review of the advice local consumers receive from cook books and recipe sites about which dairy ingredients they should use in their meal preparations.

Classic Australian cook books / recipe data bases have, for many years, used cheese names such as Feta (fetta) as a generic (non-specific origin) name for salted soft white cheese ingredients in their recipes.

Margaret Fulton's - *Encyclopedia of Food and Cookery* (Sydney, 1983) for example includes many recipes that utilise Feta cheese as a core ingredient.

Similarly, in discussing cheese and cheese recipes in *The Cook's Companion – a Complete Book of Ingredients and Recipes for the Australian Kitchen* (Melbourne, 1996) Stephanie Alexander noted that the diversification and marketing of cheese in Australia began in earnest in the 1980s, so that by the mid-1990 Victoria alone had firms making more than fifty varieties of specialty cheese.

She also identifies Mount Emu Creek Fetta as a good local example of this kind of traditional ethnic cheese. However, none of her recipe suggestions nominate that the Feta (or Fetta) used must come from a specific source of origin.

Likewise, the AUSTRALIAN WOMEN'S WEEKLY™ FOOD Online Recipe Site lists over 200 results for Feta Cheese recipes (and a further 59 Fetta Cheese recipes). The entry dates for these recipes range back as far as 1976 and include dishes such as: Spinach and fetta triangles (1976), Crispy feta cutlets (2002) or Lemon feta toasts (2011).

As the descriptor for Lemon Feta Toasts below highlights, these recipes can include explicit recommendations to use local fetta Ingredients.

<b>Lemon feta toasts</b>
Feta recipe, brought to you by Australian Women's Weekly (2011).
<ul style="list-style-type: none"><li>• 150 gram feta (<b>we like south cape fetta</b>)</li><li>• 1 teaspoon lemon rind, finely grated</li><li>• 150 gram small french bread stick</li><li>• 1 teaspoon finely grated lemon rind, extra olive oil.</li></ul>



This use of Fetta as a common cheese name not just an historical feature. The major local supermarkets still regularly provide recipe ideas (in hard copy and on-line) to their customers. These recipes often include the term feta or Fetta to describe a (non-origin specific) brined soft cheese that can be is incorporated as an ingredient in many local meals (See Attachment I).

Australians have happily used the above guides as reference points for their meal preparations for many decades and no doubt will continue to do so after any FTA is signed. This highlights the real and considerable risk facing Australian fetta cheese producers if they are no longer able to market their product under this name after the signing of any FTA.

It is completely impractical to expect that previously published cook books and web sites would amend their entries to take account of any enforced name change for local cheese products. Even trying to ensure that new website / cookbook entries address this common name issue would require considerable and very costly local consumer and retailer education programs. The most likely net result, would be a significant reduction in demand for local produced Fetta cheeses in the short to medium term while the demand for EU supplies could be artificially stimulated (assuming that it can even be be practically met).

These above facts provide strong commercial evidence that the name Feta (or Fetta) has been used, for some time, as a common name for this category of cheese sales in Australia.

Local consumers are used to buying, and expect to have continued access to, Fetta cheese from many points of origin. **This situation must continue under any final FTA with the EU.**



### **The Availability of Non GI EU Fetta**

A review of the Australian feta market highlights a further crucial weakness in the EU's claim for increased protection of the name Feta as a Greek GI in the Australian market and, by extension, in Australian dairy export markets in Asia, the Middle East and Americas.

This is the fact that there has been continued production and export to Australia of Non-Greek origin feta by EU producers some 17 years after this practice was supposedly outlawed in the EU. The ABS import data noted above show that, over the past five years, Greece has been listed as the country of origin for only 55-60 per cent of recorded Australian imports of Fetta cheese – with Bulgaria and Denmark being reported as major alternative suppliers of Fetta – and several other EU member states also being listed as sources of origin.

As could be seen in Attachments B, C, D and E, Danish and Bulgarian-origin Feta (and Fetta) cheese continues to be imported and sold in Australia under multiple brand names and product formulations. Similarly, Danish feta slices are regularly offered for sale in the delicatessen areas of all major Australian supermarket chains and food markets across the country.<sup>8</sup>

For example, a recent (supermarket) purchase of a packet of Castello Fetta Cubes identifies that the product was:

- Labelled as “Made in Denmark” – and incorporated a Danish Product Packaging code (DK M166 EC);
- Identified as a product of Arla Foods Amba, Viborg Denmark;
- Imported into Australia by Arla Foods / Mayer (Australia).

Mayer lists this product as a Cheese from Denmark on its website.

While Bulgaria also joined the EU in 2007, packs of Bulgarian origin feta are still on offer for sale in Australia (e.g. the Viking Feta lines offered by Harris Farm are identified as Product of Bulgaria on their retail packs).

This situation is not unique to Australia. A recent review of trade data by Zaubert Technology (India) highlighted that that country's major import source for feta cheese was Denmark not Greece (see Attachment E).

The EU Commission has apparently been aware of this issue for some time, having written to the Danish Government about the continued export of Danish Fetta in early 2018. However, the trade continues 18 months later.

This suggests that the EU is seeking to have Australia agree to enforce the EU's GI rules in our domestic market and, potentially, in a range of current export markets when it, the EU, has shown no willingness to enforce its own regulations on EU exports of this product.

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<sup>8</sup> Australian imports of Danish and Bulgarian cheeses have remained well ahead of cheese imports from Greece for the past two decades

**This would be manifestly unfair, especially given the Australian industry's strong belief that Fetta is a common cheese name (and the broad acceptance of this fact by Australian consumers).**

The EU's failure to act may ultimately reflect its underlying recognition that Fetta is a common cheese name. As noted above, the EU has made commercially significant concessions in regard to the continued right for domestic production of Fetta in recent FTAs. The EU is also known to have provided a side letter to Singapore in respect of its FTA negotiations that it would be prepared to see non-GI feta offered for sale in the Singapore market on an ongoing basis.

***2 The EU GI name is identical to, or likely to cause confusion with a trade mark or geographical indication that is registered or the subject of a pending application in Australia.***

As has been highlighted above, Australian firms currently market well over 100 individual brands of Fetta cheese to domestic and export consumers.

These brands and market positions have been developed at considerable cost to the local industry.

Ceding sole use of the name feta (and, by extension, Fetta) to Greek suppliers would clearly impose significant re-branding, re-marketing and consumer re-education costs on the Australian owners and suppliers of these brand names.

Such costs are unjustifiable, particularly when it is considered that Greek imports of this name currently account for much less than 20 per cent of domestic consumption of this cheese.

Equally importantly, given Greece's annual production of Feta is estimated to be less than 150,00 tonnes (and a considerable share of this goes to its own domestic market and European outlets like Germany), there must be grave concern that granting such GI protection could see a significant shortfall in Australian supplies of this product to the significant detriment of both local consumers, dairy manufacturers and their regional farm suppliers and communities.

**ATTACHMENT A: Whey to go: Australian feta finds favour.  
(Article by Mark Abernathy - Australian Financial Review March 11, 2016.)**

*Feta forges ahead as the latest cheese-pleaser for Australian palates*

*For most Australians, it's an exotic white substance that occurs in Greek salads or on fancy pizzas. But as Australia's cheese production moves inexorably away from cheddar, our domestic cheesemakers are forging an international reputation for that most definitively non-Colby product: feta.*

*Feta follows two main traditions: Greek and Danish. Both have short, overnight fermentations for the milk culture, and when the curd is cut and whey separated, the cheese is placed in brine for two to four weeks, producing its salty taste and low acidity.*

*Greek-style may use some cow's milk but is mostly goat or sheep milk, and results in a crumbly or hard cheese. The Danish feta is made from cow's milk and has a smooth texture.*



Yarra Valley Dairy's Persian feta started a local marinated feta industry.

*Australian dairies make both types to a high quality, and labels such as Yarra Valley Dairy and Woodside Cheese Wrights have won world cheese awards for their fetas. But the real growth story is a marinated product, developed in Australia, which is being exported to Asian markets.*

*As the story goes, Mary Mooney – owner of Yarra Valley Dairy – used to make feta in the early 1990s, as a sideline to the family milking business. She put her feta into a marinade of olive oil infused with thyme, bay leaf, peppercorns and garlic, labelled it "Persian", and sold it through wineries. Yarra Valley Dairy now sells 15 cheese types and has won a swag of Australian and international awards. It has its own small shop where customers do the famous five-cheese tasting platter and wash it down with a local chardonnay.*

### **Persian flagship**

*But, head cheesemaker at Yarra Valley Dairy Jack Holman says, the Persian remains the flagship and the style that other Australian feta-makers have emulated. "Marinated feta is very Australian," he says. "It's probably what Australia is best known for."*

*Holman oversees the timing of the initial overnight fermentation of the culture and the cutting of the curd, so the feta has the right consistency before being placed in brine.*



*He says the making of Australian feta has been on a growth curve for 15 years as the Aussie diet broadens from traditional Anglo-Saxon fare. According to Dairy Australia, non-cheddar cheeses such as haloumi, bocconcini and feta comprised a third of the domestic market 30 years ago, and now account for half of the market.*

*Holman says Australian cheesemaking is firmly on the world map. "We just had some French cheesemakers down here working with us, and they were very impressed." The domestic production of feta has grown from 5875 tonnes in 2007 to 7850 tonnes in 2013, according to Dairy Australia. In that same time, imports from Europe dropped.*

### **Champion cheese**

*The maturing of the Australian cheese palate emerged from the necessity of circumstance.*

*Kris Lloyd, head cheesemaker at South Australia's Woodside Cheese Wrights, recalls how she got started in the feta business. "I was the marketing manager for a winery, and when we were greeting people at the cellar door I thought we needed something more than just a glass of wine," she says.*

***Lloyd is a Greek-Australian** and says it is unusual for Greeks to offer wine without something to accompany it, such as bread, cheese and olives. "I really wanted to offer feta, and that's where this journey started."*

*Lloyd trained as a cheesemaker, bought an old dairy called Woodside, and specialised in a **hard goat's milk feta**.*

***She has broadened into sheep and buffalo milk fetas, and 18 months ago launched a new brand, Kris Lloyd Artisan. Her Persian-blend feta (50 per cent cow, 50 per cent goat milk) won at the World Cheese Awards in London last year, and Lloyd acknowledges that marinated feta has become Australia's trademark outside the cheddars.***

*However, she warns that the European Union is attempting to limit the name feta to Greek cheesemakers under a Geographical Indication (GI) in the same way that Bordeaux and Champagne were limited for winemakers. "I'm happy to do a taste test against the Greeks and Bulgarians," Lloyd says. "We're making some wonderful fetas – we just might have to find a new name for what we're making."*

**ATTACHMENT B: Coles Online Supermarket – Examples of Fetta Cheese Offers, August / September 2019**



**Coles Danish Style Fetta Cheese  
Packed in Australia from Fetta  
from Denmark and imported  
ingredients**

A smooth and creamy soft white cheese,  
perfect for crackers and salads



**Yarra Valley Persian Fetta Cheese  
Made in Australia from at least 98%  
Australian ingredients**



**Lemnos Traditional Fetta Cheese  
Made in Australia from at least 99%  
Australian ingredients**



**Castello Fetta Cubes In Brine  
Made in Denmark**





**Dodoni Greek Fetta Cheese**  
**Product of Greece**



**Blue Bay Marinated Cows Fetta**  
**Made in Australia from at least 99% Australian ingredients**



**Coles Marinated Danish Fetta**  
**Packed in Australia from at least 42% Australian ingredients**



**Coles Deli Australian Fetta Reduced Fat Cheese approx. 100g**  
**Made in Australia from at least 99% Australian ingredients**



**South Cape Classic Marinated Fetta 350g**

**ATTACHMENT C:**  
**WOOLWORTHS Online – Extract of**  
**Fetta & Goats Cheese Offers**  
**August / September 2019**



Kebia Bulgarian Fetta Cheese 450g  
Product of Bulgaria



South Cape Fetta Cheese  
Product of Australia



Castello Feta Cubes 430g  
Product of Denmark



Dodoni Greek Feta Cheese 400g  
Product of Greece



ATTACHMENT C (cont.) - Woolworths Supermarket Cheese Counter – Prahran – Fetta Cheeses - September 2019



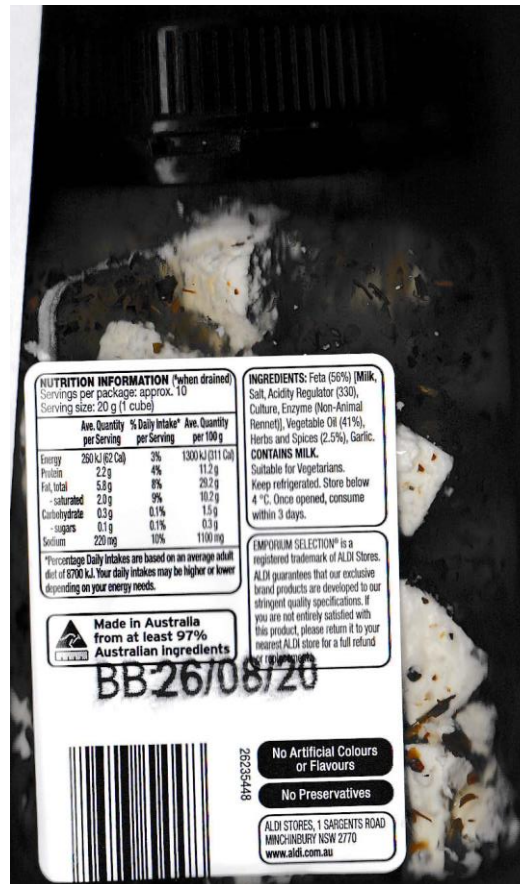
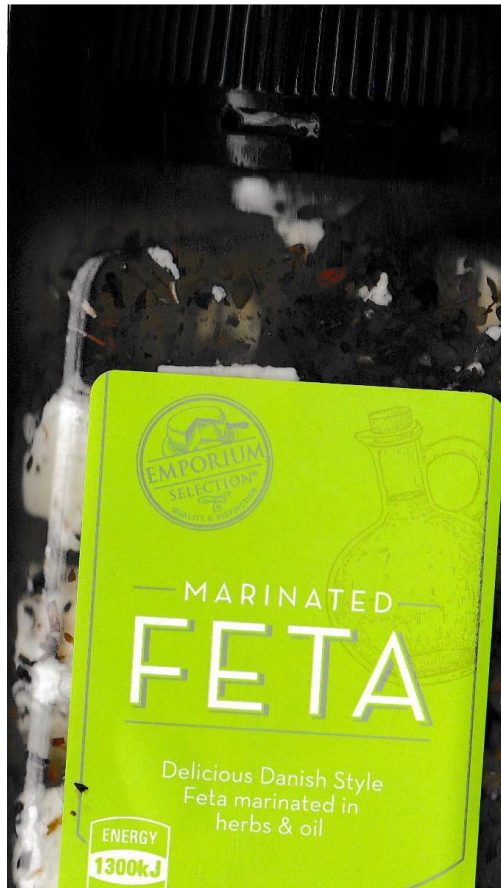
Note : Concurrent offerings include product lines with Australian, Greek and Danish origins



ATTACHMENT D: Aldi Supermarket Online Offers – Feta/Fetta Cheese September 2019



Attachment D: ALDI Feta Offers (Continued)







## COMMERCIAL IN CONFIDENCE

### Attachment E: On-line Fetta Offers - August 2019



FOR THE BEST OF CHEESE



FETA - GOAT MILK CHEESE -  
ORGANIC (200G) VIKING ORGANIC  
(Bulgaria)



FETA - SHEEP MILK CHEESE -  
ORGANIC (200G) VIKING ORGANIC  
(Bulgaria)



FETA GREEK (400G) DODONI



FETTA - BRANCOURTS (1KG)  
**Australia**



FETTA - DANISH (220G) HARRIS  
FARM



FETTA - DANISH (440G) THE  
CHEESE BOARD  
(Product of Denmark)



FETTA - GARLIC HERBS CANOLA  
OIL (350G) HARRIS FARM  
**Made in Australia)**



FETTA - GREEK (200G) SOUTH  
CAPE  
(Australia)



FETTA - TASMANIAN - REDUCED  
FAT (200G) SOUTH CAPE



FETTA - WHITE SHEEP MILK  
CHEESE - ORIGINAL (450G) KEBIA  
(Bulgaria)



FETTA PERSIAN - THYME & GARLIC  
- YARRA VALLEY DAIRY (275G)

Attachment F: Analysis of Indian Imports (2016) of: [feta cheese](#)

Total Value & Volume of Imports in India

Total Value **\$208,045**

Total Quantity **52,348**

Average price per unit **\$3.97**

Average value per shipment **\$3,152**

Top Suppliers

Denmark **\$144,773**

France **\$39,265**

Greece **\$22,544**

Top Ports of Discharge

Nhava Sheva Sea **\$179,343**

Bombay Air Cargo **\$24,773**

Banglore Air Cargo **\$2,512**

Detailed Import Data of: [feta cheese](#)

• [Click to View](#)

Customs Import Duty of: [feta cheese](#)

## Attachment G: *Choice Australia Magazine* Excerpt August 2014

### Feta cheese guide

By Rachel Clemons and Elisabeth Baulch



#### Experiencing feta fret?

Have you ever found yourself standing at the deli counter staring at six different types of feta cheese with no idea which one's which? You just want something to toss through your salad or add to your quiche, **but how do you choose between Greek, Danish, Australian, Bulgarian, low fat, full fat, marinated, sheep's, goat's or cow's?** Allow us to solve your feta confusion!

#### Around the world in feta

Feta has a tangy, salty flavour and can range from soft to semi-hard. Most feta you find in supermarkets is sold as blocks or chunks in brine, in packs or tubs. The Greeks were the first to make feta, **but these days variations of feta are made all over the world.** Here's how to tell them all apart:

##### Greek feta

Traditional Greek feta is made with at least 70% sheep's milk, with goat's milk often making up the other 30%. The flavour is salty and tangy, the texture dry and crumbly. When CHOICE taste tested feta cheese a few years back, the 'Greek-style' feta rated highest.

##### Danish feta

Danish feta is made from cow's milk and has a milder, creamier texture. Feta purists argue that 'Danish-style' feta, made using the [ultrafiltration method](#), isn't authentic, but many people prefer its creamier, smoother texture. You may prefer to use Danish-style feta for recipes aiming for a smoother end-product.

##### Bulgarian feta

Traditional Bulgarian feta is made with sheep's milk and a yoghurt culture, which gives it a particularly tangy taste.

##### Australian feta

Australian feta is usually made from cow's milk. The texture and flavour can vary, but it's generally a happy medium between the saltiness of Greek feta and the creaminess of Danish feta.

### **Marinated feta**

Feta marinated in oil and flavoured with ingredients like herbs, spices or lemon zest can be delicious, and we're seeing more of it in the supermarket.

Marinated feta makes a great addition to an antipasto plate, can liven up a salad or toasted sandwich and is just as good eaten straight from the tub. You'll generally pay more for the marinated product, so try making your own using [our recipe](#).

### **Flavoured feta**

Flavoured feta has ingredients like pesto, garlic or olive mixed through it. The pack labels suggest you add it to salad, a tart or pasta. Our taste testers likened flavoured feta to 'club' cheese that's passed off as cheddar – essentially it's not feta in the true sense of the word. But if you like it, go for it!

### **Crumbled feta**

Crumbled feta caters to a market in the same way as grated mozzarella or shaved parmesan. It may be handy for salads or pasta or pizzas, but you pay for the convenience of having somebody else pre-crumble your cheese for you. In most cases it's cheaper to buy a block and crumble it yourself, which you have to admit, is pretty easy!

### **How feta is made**

#### **Traditional method**

Starter bacteria and rennet are added to pasteurised milk, which then sets like a junket. This junket (now curd) is cut into cubes, and whey (a watery liquid) comes out of the curd, leaving the curd more concentrated. The curds are placed into forms (moulds) and more whey is released from the curd making it even more firm and concentrated. The cheese is then salted by immersion in brine (salty water) and matured for a minimum of two months. It's often stored and sold still in the brine. The texture of traditionally produced feta is firm and open (gaps in the curd) and it easily crumbles apart.

#### **Ultrafiltration (UF) method**

This technology for cheese manufacture was introduced in the early 1970s. Pasteurised milk is passed through a special filter resulting in a concentrated, viscous liquid, which is poured into forms. Starter bacteria and rennet are then added to the concentrated milk and it turns to a solid. As with the traditional method, the cheese is then salted to finish the process. UF is a faster process than the traditional method and has the potential to increase yield because the whey proteins are incorporated into the final product. The texture of UF feta is smooth, creamy and closed (no openings).

### **Labelling**

As a general rule of thumb, if your feta is labelled "Danish-style" it's likely to be UF, as the bulk of feta made in Denmark (one of the largest feta producers after Greece) is produced using this method.

Greek-style feta, on the other hand, is more likely to have been produced using the traditional method.



### **A feta by any other name**

The name 'feta' has been used since the 17th century when Greece was under Venetian influence. It comes from the Italian word for 'slice', most likely referring to slicing of the cheese curd into cubes when it's being made. Traditionally, feta was made with sheep's and/or goat's milk using a slow filtration process, but feta produced outside of Greece is often produced from cow's milk using the ultrafiltration process.

### **Greece vs the rest of Europe**

After a long legal battle with Denmark, Germany and France, Greek feta was granted Protected Designation of Origin (PDO) status by the European Commission in 2002. This means that feta sold in the EU can only be labelled as such if it comes from Greece. PDO legislation is enforced within the EU, but doesn't apply elsewhere (unless there's a bilateral agreement). That's why in Australia we can buy 'feta' from Denmark and Bulgaria, for example – within the EU it has to be remarketed under a different name.

### ATTACHMENT H: Examples of Small Australian Company Marketing of Feta

#### 1. Mundella Food - WA



Mundella is an award-winning WA dairy located in the beautiful Serpentine Jarrahdale region. We have been making premium yoghurts and delicious **feta** and ricotta cheeses **for over 40 years** and every product is made using only the finest ingredients, sourced locally.



Mediterranean Feta



Marinated Feta



Herb & Garlic Feta

Available at:



#### 2. Pure Dairy Pty Limited – Yiasou Fetta

**Yiasou Fetta** is an award winning cheese, made using the freshest cow's milk within our state of the art cheese making facility, which yields a Fetta cheese of superior quality and consistency. Fetta is a brined curd cheese, made for thousands of years in Greece, and later, throughout the Balkans and the Middle East. **Today it is manufactured throughout Europe, the USA and Australia. Traditionally a sheep's milk cheese, today Fetta is made around the world from sheep, goat and cow's milk.**

Fetta is a soft white brined cheese with small holes, a compact touch, few cuts, and no skin. It is usually formed into large blocks, before being sliced and then stored in brine. The brine effectively cures the cheese, preserving it and providing its unique saltiness.

You will appreciate **Yiasou Fetta** has a firm yet crumbly texture that is tangy and salty to the taste but never bitter. The unique tangy flavour makes it a natural for adding to all types of foods. **Yiasou Fetta** is an exclusive brand, manufactured under licence for **Pure Dairy Pty Ltd**. Pure Dairy prides itself on its extensive knowledge of global and domestic dairy products, world market activity and our proven ability to offer world class dairy solutions not just an avenue to trade.

### 3: Coal River Farm – Tasmania



Artisan, unique, hand crafted cheese lovingly cared for and sold in their peak condition. Our family run business combines growing, making and sharing the spoils of our labour with anyone that cares about where their food comes from.

**TASMANIAN TOURISM AWARD WINNER 2017 -  
EXCELLENCE IN FOOD TOURISM**

### Attachment I: Online Recipes - Woolworth's *Fresh Magazine* - October 2019

#### (i) Cheat's Gozleme

##### Ingredients

- 1 Woolworths Simply Heat Slow Cooked for 6 hours Lamb Shoulder with Garlic & Rosemary
- 50g butter
- 8 pieces Supreme Foods Fresh Roti, original
- 1 cup Woolworths **Australian Mozzarella** Shredded Cheese
- **200g smooth feta**
- 2 cups baby spinach leaves
- 1 lemon, sliced into wedges, to serve

##### Method

1. Preheat oven to 190°C.
2. Empty lamb shoulder into an ovenproof dish, cover with foil and heat for 35 minutes. Remove foil and heat for a further 10 minutes, then shred lamb using two forks.
3. Increase oven to 200°C. Line two baking trays with baking paper.
4. Melt butter and brush one side of four roti with butter and place butter-side down on the prepared baking trays. Sprinkle each with half the mozzarella and **half the feta**, followed by all of the spinach and lamb, then remaining cheese. Top each with remaining roti to form a sandwich. Brush tops with butter and bake for 15 minutes, or until golden.

#### (ii) Spiced Lebanese-Style Flatbreads

##### Ingredients

- 2 wholemeal Lebanese flatbreads
- 250g lean beef mince
- 1 tsp sumac
- 1 tsp ground cumin
- ½ tsp ground coriander
- 1 garlic clove, crushed
- ½ Spanish onion, thinly sliced
- 1 tomato, sliced
- ¼ cup mint leaves
- 2 tsp lemon juice
- ½ tsp extra virgin olive oil
- **50g feta cheese**, crumbled, to serve
- 25g flaked almonds, to serve

##### Method

1. Preheat oven to 200°C. Line two baking trays with baking paper. Lay 1 flatbread on each tray.
2. Place mince, spices and garlic into a large mixing bowl. Season. Using clean hands, mix well until combined. Halve mixture and place each half onto a flatbread. Use your hands to press into a thin, even layer, leaving a 1cm border. Scatter onion over meat. Bake for 15-20 minutes or until meat is cooked and flatbreads start to brown.
3. Meanwhile, place tomato, mint, lemon juice and oil in a bowl. Season to taste.
4. Once cooked, top flatbreads with tomato salad and scatter **over feta and** almonds. Slice lengthways to serve.

### (iii) Beetroot and Chickpea Salad

#### Method

1. Remove Woolworths select whole beetroot from the pack and drain, cut into approximately 2 cm pieces.
2. Cut onion in half and finely slice.
3. Finely chop mint and parsley.
4. Combine Woolworths select whole beetroot, onion, sultanas, chickpeas (drained and rinsed), toss all gently together.
5. Dressing: place olive oil, balsamic vinegar & honey in a shaker and mix until emulsified.
6. Pour dressing over the mixed salad, add mint and parsley, gently toss together.
7. Finish with generous grind of black pepper and salt to taste.
8. **Top with feta – Note Australian identified product below**
9. Enjoy!

Shop the recipe



Woolworths Greek Style Fetta 200g