



New South Wales

Commencement Proclamation

under the

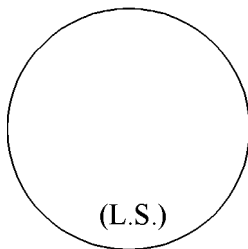
Food Amendment (Beef Labelling) Act 2009 No 120

MARIE BASHIR, Governor

I, Professor Marie Bashir AC, CVO, Governor of the State of New South Wales, with the advice of the Executive Council, and in pursuance of section 2 of the *Food Amendment (Beef Labelling) Act 2009*, do, by this my Proclamation, appoint 31 August 2010 as the day on which that Act (except Schedule 1 [1] to the extent that it inserts section 23B (1) (c) into the *Food Act 2003*) commences.

Signed and sealed at Sydney, this 18th day of August 2010.

By Her Excellency's Command,



STEVE WHAN, MP

Minister for Primary Industries

GOD SAVE THE QUEEN!

Explanatory note

The object of this Proclamation is to commence the *Food Amendment (Beef Labelling) Act 2009*, except Schedule 1 [1] to the extent that it inserts section 23B (1) (c) into the *Food Act 2003*. Section 23B (1) (c) provides that a person carrying on a food business is taken to have engaged in conduct that is misleading or deceptive in relation to the advertising, packaging or labelling of beef intended for sale, or in relation to the sale of beef, if the beef is advertised, packaged or labelled with the word "budget" and does not also include the words "low grade" or "low quality".