

## SUBMISSION

I provide my submission in support of the Definitions of meat and other animals products Senate Inquiry.

In providing this submission I refer directly to the Terms of Reference that cover a range of issues surrounding the current state of meat category branding in Australia and my opinion is set out below:

Short introduction about yourself or the organisation that you represent
<p><i>Western Meat Exporters Pty Ltd is the largest goat and sheep meat exporter in Queensland located in Charleville, regional and remote South West Queensland. Western Meat Exporters has been in operation as a meat processing facility for 25 years.</i></p> <p><i>Western Meat Exporters paid \$158,803.00 in levies for goat sheep and lamb processing in the last financial year.</i></p>
<p>a. The potential impairment of Australian meat category brand investment from the appropriation of product labelling by manufactured plant-based or synthetic protein brands, including:</p> <ul style="list-style-type: none"><li>a. the use of manufactured plant-based or synthetic protein descriptors containing reference to animal flesh or products made predominately from animal flesh, including but not limited to “meat”, “beef”, “lamb”, and “goat”; and</li><li>b. the use of livestock images on manufactured plant-based or synthetic protein packaging or marketing materials.</li></ul>
<p>Through levy payments for the past 25 years, Western Meat Exporters has also contributed to the Research and Development programs that have invested and established a reputable branding and promotion of meat, lamb and goat products for our industry .</p> <p>It is our view that the labelling of plant based or synthetic protein products is misleading as well as confusing to many consumers in our diverse multi cultural society. Labelling that depicts pictures of livestock on plant based and synthetic protein products is also misleading and projects false information to the consumer, especially those with limited English literacy.</p>
<p>b. The health implications of consuming heavily manufactured protein products which are currently being retailed with red meat descriptors or livestock images, including:</p> <ul style="list-style-type: none"><li>a. consideration of unnatural additives used in the manufacturing process; and</li><li>b. consideration of chemicals used in the production of these manufactured protein products.</li></ul>
<p>c. The immediate and long-term social and economic impacts of the appropriation of Australian meat category branding on businesses, livestock producers and individuals across regional, rural and remote Australia, including:</p>

<ul style="list-style-type: none"><li>i. the reliance upon imported ingredients;</li><li>ii. the support of regional employment; and</li><li>iii. the state and commonwealth taxation contribution from the Australian red meat and livestock sector.</li></ul>
d. The implications for other Australian animal products impaired from the appropriation of product labelling by manufactured plant-based or synthetic proteins.
e. Any related matters