

Dear Sir or Madam,

I am writing to make a submission into the "Definitions of meat and other animal products" at [https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Rural and Regional Affairs and Transport/DefinitionsofMeat](https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Rural_and_Regional_Affairs_and_Transport/DefinitionsofMeat)

I'd like to comment on the current state of meat category branding in Australia, with particular reference to:

- 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:
 - i. 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
 - ii. the use of livestock images on manufactured plant-based or synthetic protein packaging or marketing materials.

I believe that plant-based meat substitutes should not be allowed to reference animal flesh or livestock images on their packaging or marketing materials. Customers should not be misled to believe that the nutritional value of plant-based meat substitutes are as good as the nutritional value of meats. For example, the **bioavailability of heme iron from animal sources is vastly superior to plant-based non-heme iron**. Customers should not be led to believe that their bodies would be accessing the equivalent amount of iron, zinc, B vitamins etc from plant-based proteins compared to animal meats.

- b. The health implications of consuming heavily manufactured protein products which are currently being retailed with red meat descriptors or livestock images, including:
 - i. consideration of unnatural additives used in the manufacturing process; and
 - ii. consideration of chemicals used in the production of these manufactured protein products.

The health implications of consuming plant-based proteins have been documented by many people who have suffered significantly after consuming a plant-based diet, including plant-based proteins.

[Tatiana shares her story](#) of being vegetarian for 5 years, which resulted in **gut health** problems and needing **hormone replacement medication**. She was able to heal her gut and go off the hormone replacement medication after she added meat back into her diet.

[Stefania](#) had been vegetarian for 17 years and developed **autoimmune disorders, Celiac and Hashimoto's**. Stephania was able to bring these conditions under control after adding meat back into her diet.

[Frank](#) lost a lot of strength and weight on a vegan diet, resulting in extreme irritability, **fatigue, low testosterone, and brain fog**. Frank developed anorexia and had to be admitted to hospital. Frank says, "I was merely doing what I thought was right and the Plant-Based Agenda was so ingrained in me I could not let it go." Frank developed Chronic **Lyme Disease, leaky gut and Candida**. The high carb diet that is so common on plant-based diets were exasperating his poor gut health. Frank started to heal after he started a meat-based diet and reduced the excess PUFAs (**Polyunsaturated Fatty Acids found in many plant-based proteins**) and **Omega 6 oils** (also commonly found in plant-based proteins). His energy levels improved, he increased his testosterone levels, heal his gut, eliminated his brain fog, and improve his strength.

Many other success stories of people healing from a meat-based diet can be found at <https://meatrx.com/category/success-stories/>

- 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:
 - i. the reliance upon imported ingredients
 - ii. the support of regional employment; and
 - iii. the state and commonwealth taxation contribution from the Australian red meat and livestock sector.

The pandemic has highlighted the importance of Australia not relying on imports for essentials like food. A decentralised local beef industry is important to the strength of our economy and the health of Australians.

Summary:

For the above and many other reasons, I would urge the committee to

- Not allow the use of manufactured plant-based or synthetic protein descriptors to containing references to animal flesh
- Not allow the use of livestock images on manufactured plant-based or synthetic protein packaging or marketing materials.
- To discourage the consumption of heavily manufactured protein products due to their unnatural additives, high amounts of unnatural Polyunsaturated Fatty Acids, and the low bioavailability of their nutrients including iron due to the effect of antinutrients in processed foods.