

27 July 2021

Senator Susan McDonald

Senator for Queensland

Chair of Rural and Regional Affairs and Transport Legislation Committee

PO Box 6100

Parliament House

Canberra ACT 2600

Via email: rrat.sen@aph.gov.au

Dear Senator,

Senate Committee Inquiry into definitions of meat and other animal products

Our names are Evan and Glenys Flint and we are beef and sheep producers from South Australia. We have been running our enterprise for over 43 years through good times and bad.

Thank you for the opportunity to write about the inquiry into definitions of meat and other animal products and meat category branding in Australia.

As beef producers, we have personally contributed to the \$273.7 million in levies last year which was invested into the long-term prosperity of the Australian red meat and livestock industry. These contributions represent a significant investment in our business and the broader beef industry. We have been dismayed to see the lies and inaccuracies in the labelling and promotion of fake meat products.

Truth in labelling is important for providing consumers with information about the food they buy. When products can use deceptive or misleading food descriptors or imagery on their packaging, there needs to be reform or labelling laws. Consumers want to make informed choices, and products that use beef or cattle imagery or language but don't have any beef in the product, misleads customers.

Australian beef producers have a reputation in Australia and around the world for producing clean, green, high quality produce. I believe Australian beef producers should benefit from this reputation by receiving premium prices. This makes, accurate labelling is essential.

Products that contain no beef, should not be allowed to market themselves as beef. I support any measures the Committee may recommend that allows consumers to tell the difference between natural Australian beef from blended products, alternative proteins, and cultured meat. Furthermore, the term 'beef' needs to be legislatively protected to ensure that the current situation where products containing no beef are able to be marketed as products using the term beef is prohibited.

We also know that plant-based fake meats need to be ultra-processed with nutritional additives in an effort to even try and come close to red meat. To present alternative proteins as nutritionally

equivalent to beef is misleading. We do not believe alternative proteins should carry descriptors or names that may allow consumers to be misled that the products may be beef products.

As beef producers, we are proud of the product we produce and how it is marketed. Misleading consumers by using inaccurate and deceptive language and imagery is damaging for the reputation of Australian beef.

Thank you for considering my submission. I would welcome the opportunity to attend a public hearing to speak with the committee in person.

Yours sincerely,

Evan and Glenys Flint