

## 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:

<p>Short introduction about yourself or the organisation that you represent</p>
<p><i>We are a sheep and cattle enterprise in mulga country between Mitchell and Bollon in SW Queensland. The family have been grazing here for 114 years (7 generations). We run 900 sheep and 600 head of cattle, though still recovering from 7 years of drought.</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><i>Meat and three vegetables have for generations fed families healthily. The introduction of synthetic protein brands pretending to be “meat” puts health and reputation at risk. If diners wish to eat non meat meals, they should be clearly labelled eg “Vegetarian non meat meal” It is extravagant and misleading to buy “sausages” to find they are not made from meat and are full of preservatives, artificial colouring and synthetic proteins or plants.</i></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><i>With reference to 1.b. of the Terms of Reference:</i></p> <ul style="list-style-type: none"><li>- <i>Additives/chemicals in food products is a consideration for us all with respect to food consumption, diet, product choice and our health?</i></li><li>- <i>If consumers wish to purchase manufactured or synthetic protein products, it should be clearly labelled and not have their nutritional benefit compared with that of natural meat products that farmers produce.</i></li><li>- <i>Long term health implications are unknown in respect to additives/chemicals used in production or manufacturing process of these manufactured plant-based or synthetic protein products</i></li><li>- <i>Is there a summary as to what is needed to declare in the production artificial food (e.g. genetioc modification, withholding periods, MRL’s) to comply with legislation and requirements to produce a food product and your opinion</i></li></ul>

- 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.

*RE 1.c. of the Terms of Reference:*

- *All agricultural business have been impacted and will be by the use of “meat”, “beef”, “lamb”, and “goat” on manufactured products that are not flesh of an animal.*
- *So much of the content of these artificial materials are imported which does not help the Australian economy.*
- *are the environmental and welfare claims being made by manufactured plant protein products monitored?*
- *How can the claims/advertising by these products being of similar nutritional and health benefits of these manufactured products as opposed to meat products be believed?*
- *All agricultural businesses support your community and the unregulated use of meat branding and product claims of manufactured plant protein products impact will have a flow on effect as they are not made in Australia let alone a country area.*

- d. The implications for other Australian animal products impaired from the appropriation of product labelling by manufactured plant-based or synthetic proteins.

The majority of Australians trust traditional brands. What example are shops setting for young children not trusting labelling?

- e. Any related matters

*We abide by the legislation and accreditations to produce red meat and the transparency of Australian red meat industries as opposed to the claims being made by manufactured product brands and the lack of regulation surrounding this.*

*Please get back to grass roots – supporting country towns, local grazing and farming economies and not pander to the few vegetarians, foreign “refugees” at the expense of Australians who for generations have kept things local, able to buy locally and living locally.*

*Think of the health of the nation and get back to the food mile – locally produced meat and fruit and vegetables. Put produce back on the rail and off the roads.*