

This submission concerns the Food Standards Amendment (Truth in Labelling-Palm Oil) Bill 2009.

I am writing to express my support for the above proposed bill.

An estimated 40% of food on our supermarket shelves is thought to contain palm oil. It is believed that currently Australians are unknowingly consuming on average 10 kilograms of palm oil each year because we do not have the ability to exercise consumer choice. Once this bill is passed and palm oil is labelled, consumers can actually drive a market for proper certified sustainable palm oil because they can demand it of manufacturers - similar to what we have seen happen with Fair Trade and Rainforest Alliance products.

I support the bill because as a consumer I want to be able to make an informed choice about the products that I purchase so I can be sure I am doing everything I can not to contribute to the destruction of the rainforests in Indonesia and Malaysia and not to play a part in the slaughter of the already endangered orang-utan. In SE Asia alone, the equivalent of 300 football fields are deforested every hour for palm oil production and it typically costs the lives of up to 50 Orang-utans each week. This is simply unacceptable and unnecessary.

Once again, this submission is in support of the Food Standards Amendment (Truth in Labelling-Palm Oil) Bill 2009.

Yours sincerely,

Miss Alethea Wilkinson