

To whom it may concern,

I am writing to you regarding the matter of the Food Standards Amendment (Truth in Labelling – Palm Oil) Bill 2009. As an informed citizen, I feel it respectable to say that I deserve to be give the choice of purchasing items that contain palm oil, and items that don't. In the last ten years alone, public product knowledge and product awareness has come terrifically far, to the point where some ingredient listings are of absurd lengths, and I thank you for that. But, just as celiac deserve to know if there is any wheat in a product, and just vegans deserve to know if there is any animal product in an item, the public deserve to know what products contain palm oil, and those that do not.

I am proud to support companies and organizations such as LUSH Cosmetics, that choose to abandon palm oil as an ingredient in their products, and publically state so. I applaud them in their efforts to make the consumer aware of the environmental effects of using and harvesting palm oil, and for openly claiming that palm oil is unnecessary and bad.

Successful flavoured dessert company, Aeroplane Jelly, have come up with an ingredient listing idea that could definately be used to suit that of the vegetable oil enigma. When listing Gelatine, they follow it in brackets with "(beef origin)". This informs the consumer that this particular gelatine has come from beef origin, making it unsuitable for vegans and definately not halal. A similar ingredient listing strategy would be much appreciated. Whenever listing 'Vegetable Oil', follow it with a statement in brackets,confirming whether this vegetable oil was palm based, or if in fact it was something other.

I hope to see change.

Respectfully,
Caleb Sheppard