

To whom it may concern,

I am writing to show my support for the bill Food Standards Amendment (Truth in Labelling – Palm Oil) Bill 2009.

My interest in the mandatory labeling of palm oil lies within my concerns for the future of our environment and hence my own personal future.

I am concerned about the rapid leveling of old growth rainforest for palm oil, not just because of the vital importance of these forests in maintaining the balance of our earth's ecosystems, but also because of the threat it poses to the survival of rare and endangered animals, such as the orangutan.

As an environmentally conscious consumer I try to do all I can to minimise my effect on our environment. The more I am aware of the impact of the palm oil industry, the more frustrated I have become about my inability to make positive choices in my everyday life.

I believe the public has the right to make an informed choice regarding their personal welfare and environmental future. To deny us that is taking away our power to make a change.

Mandatory labeling of products containing palm oil would give us that choice.

The benefits for businesses which practice responsible palm oil free or sustainable trading are potentially great. As consumers become more and more environmentally aware, they will drift towards products supporting sustainable practices and a palm oil free branding would be a flag for companies to attract such consumers.

I am not normally a person to make submissions such as this, I generally try to do my best as an individual and leave it at that. But the passionate conviction of some of my friends has led me to believe that people like myself need to band together to make their voices heard and to make a difference.

I believe our time is running out to make a significant change. It is the general consensus that our future is slipping from our grasp.

I'd really like to make a difference.

Sincerely,

Megan Bisset