

To whom it may concern:

Palm oil labelling **MUST** be made mandatory in Australia, and for that matter, in every country. In this age of increased awareness of man's impact on the environment how can a developed nation such as Australia look its next generation in the face having knowingly contributed to the extinction in the wild of the Sumatran orangutan, a species so close in behaviour and expression to our own and loved by so many people the world over? Not to mention the many other endangered species unique to the Sumatran forest including the Sumatran tiger and Sumatran elephant? And what of the nomadic indigenous people who call the forest their home? Are we going to be responsible for displacing them from their home also?

We in developed countries enjoy a very high standard of living. We have been spoiled by the abundance of food and cosmetic products that we have access to, not to mention all the other comforts that we enjoy as part of our daily lives. We should all be ashamed of ourselves if we allow the continued destruction of the forests of Sumatra and Borneo to continue, all in the name of making a cheap oil which we can easily live without.

The flora and fauna of the islands of Borneo and Sumatra deserve to be left in peace to live their lives unmolested by companies serving to make a quick buck at the expense of losing such unique ecosystems forever. The very least we as Australian consumers can do is make responsible choices in our shopping practices and opt not to purchase products containing palm oil. And the very least the Australian government can do is give consumers the opportunity to choose products which will not contribute to the destruction of one of the richest natural treasures on Earth.

Not only must palm oil labelling be made mandatory, it must be made obvious so that the average consumer doesn't have to look for the fine print in the ingredients list. The labelling of products containing palm oil should be made as visible as the packaging of cigarette packets is these days, so that consumers buying such products are made fully aware of the impact they are having by supporting these companies. This will force companies using palm oil in their products to rethink their ingredient lists fairly quickly.

With hopes for a brighter future for all living things,

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