

**Secretary, Senate Standing Committee on Rural and Regional Affairs
and Transport, Parliament House, Canberra ACT 2600**

To whom it may concern,

Re: the inquiry into meat marketing, with particular reference to the need for effective supervision of national standards and controls and the national harmonisation of regulations applying to the branding and marketing of meat.

As a consumer of organic meats, I am becoming increasingly frustrated by the increasing number of undefined terms including organic, free-range, bred free-range and biodynamic when trying to make informed choices when purchasing animal-derived food products such as meat.

Please explore all options available to ensure reform of all state and territory legislation and regulations applying to food labelling, branding and marketing to ensure truth in animal-derived food production labelling. Among other things, such reform should ensure that terms should be limited and adequately defined, and linked to consistent national standards, including national standards for animal welfare. Such reform will provide consumers with protection, confidence, and an increased ability to make suitably informed choices.

Please extend the issue of branding and marketing in a future inquiry to deal with truth in labelling of all grocery items where there is a potential environmental or ethical impact.

Yours sincerely,

Roberta Dixon