

Dear Sir/Madam,

I am voicing my concerns as a consumer who is increasingly frustrated by the increasing number of undefined terms including organic, free-range, bred free-range & biodynamic when trying to make informed choices when purchasing animal-derived food products such as meat.

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

I call on the Senate Committee to extend the issue of branding & 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,

Gioia Ross
A concerned citizen