

To the Secretary, Senate Standing Committee on Rural and Regional Affairs and Transport,

I am writing with regards to the Senate inquiry into meat.

As a consumer who wants to purchase meat and grocery items that support good ethical and environmental practices, I call upon the government to develop national regulations that ensure truth in food production labelling.

National standards and controls must be effectively supervised to ensure truth and honesty in the production process. The branding, marketing and labelling of meat needs to be transparent and easy for the consumer, with limited industry knowledge, to understand.

Appropriate simple and limited labelling options must be clearly defined by the government and apply nationally. Through labelling, I want to be able to easily recognise the meats and processes that I want to support. Currently there is much confusion in the market place when it comes to meat products with regard to labelling and what they actually mean. I have also had my confidence eroded by reports on television about misleading labels and erroneous claims with regard to meat.

National standards for animal welfare are long overdue.

I also call upon the Senate Committee to conduct a future inquiry into truth in labelling for grocery items which have ethical and environmental impacts. FSANZ laws need to be strengthened to deal with food labelling in the area of environmental and ethical concerns. With climate change a current and future reality, national laws need to be flexible enough to cope with the growing need to identify ingredients and practices that exacerbate this environmental phenomenon. Also, consumers are becoming more aware of their need to support fair trade practices with regard to social and environmental justice. Labelling laws need to support this growing consumer conscience.

Currently I feel unable to purchase meat and grocery products with the confidence that I am supporting the ethical and environmental practices that are important to me. I believe that my concerns are widespread and with the ever growing awareness of global warming and its dire consequences, the public need clear, concise and well defined national labelling standards and laws capable of environmental safeguarding NOW in order to take appropriate responsibility for their purchases.

Yours sincerely,
Amanda Enright