

Dear Sir/Madam

I am writing to express my concern about the number of undefined terms used on products from animal-derived food products such as meat and eggs.

There is obviously a need for consistent labelling across Australia which is clearly defined.

As a consumer, I am finding it harder and harder to decipher what is what. There is also a lot of publicity and talk of misuse of labelling meat, and I find it alarming that there are not defined standards which have to be met.

I call on your committee to extend the issue of branding and marketing in a future enquiry to deal with truth in labelling of all grocery items where there is a potential environmental, ethical or personal choice impact.

Sincerely

Christine Palmer