

.Dear sir,

I would like to voice my concerns about the number of undefined terms including organic, free-range etc. when purchasing animal-derived food products eg. ham made from local and imported products (what does that mean?)

As a consumer I would like the Senate committee to ensure that the truth is revealed in the labelling all animal-derived products and that we can have confidence in the consistent national standards.

I would like to call on the Senate Committee to extend the issue of branding and marketing to deal with truth in labelling of all grocery items.

Thank you,

Joan Hall,