

The Secretary
Senate Standing Committee
Rural & Regional Affairs & Transport

I am becoming increasingly frustrated and concerned by the number of undefined terms used to describe a whole range of foods available from the market place. What does organic, free-range, bred free range and biodynamic mean? I wish to make informed choices about the meat products I purchase which is impossible at the moment.

I ask the Senate Committee to 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. Reforms should ensure terms are limited and adequately defined as well as being linked to consistent national standards including national animal welfare standards.

Reforms should provide consumers with protection, confidence and the increased ability to make informed choices. I would like to see the Senate Committee 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 and ethical impact.

Yours sincerely
Wanda Grabowski