

As Secretary of the Hunter Koala Preservation Society I would like on behalf of our President and members to :

- 1) Voice our concerns as consumers who are increasingly frustrated by the increasing number of undefined terms including organic, free-range, bred free-range and biodynamic when trying to make informed choices when purchasing animal-derived food products such as meat.
- 2) Ask that the Senate Committee explore all options available to ensure reform of all state and territory legislation and regulations applying to food labeling, branding and marketing to ensure truth in animal-derived food production labeling. Among other things, such reform should ensure that terms should be limited and adequately defined, and linked to consistent national standards, including national standards for animal welfare. Such reform will provide consumers with protection, confidence, and an increased ability to make suitably informed choices.
- 3) Call on the Senate Committee to extend the issue of branding and marketing in a future inquiry to deal with truth in labeling of all grocery items where there is a potential environmental or ethical impact.