

Dear Secretary,

Animal - derived food products are being labelled with false and misleading claims. Without adequate truth in labelling laws and regulations, customers are susceptible to paying premium prices for products that may be labelled incorrectly.

Please ensure that the Senate Committee explores all options to make sure that the truth is printed on animal - derived product labelling. They should be simple and adequately defined and linked to consistent national standards - including national standards for animal welfare.

Consumers need to be able to make informed choices.

Many thanks,
Brian and Gisela Heibner.