

Secretary
Senate Standing Committee on Rural and Regional Affairs and Transport.

26 4 08

Dear Sir,

Once more into the breach dear friends for the non-voting species we depend on both for food and our survival.

As a longtime supporter of Humane Society International I have the following concerns.

- I Voice ~~my~~ concerns as a consumer who is 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.
- Ask that the Senate Committee 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. 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.
- Call on the Senate Committee to extend the issue of branding and marketing in a future inquiry to deal with truth in labelling of all grocery items where there is a potential environmental or ethical impact.

I wish you well in your deliberations in a rapidly changing world.

All the best in this globally warmed future you chose for your children and the non-voting species on which we depend.

Yours faithfully,

Harry Johnson

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