

23<sup>rd</sup> April 2008

Secretary  
Senate Standing Committee  
Rural and Regional Affairs and Transport  
Parliament House  
Canberra

Mr. Jennifer Whittington  
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...

Dear Sir/Madam

As a consumer who tries to buy products based upon ethical decisions, I am concerned the current labelling is open to misuse.

It appears there is no legal requirement for labelling placed on packaging of meats or its derivatives - e.g. free range eggs. This applies, also to other labels - bred free range - grain fed - organic - biodynamic.

I understand there is a Senate Committee which will investigate these matters.

I urge this committee to explore all options available to ensure reform of all state and territory legislation and regulations applied to food labelling.

Reform should ensure that terms should be limited and adequately defined and linked to consistent national standards for animal welfare. Such reform will provide the consumer with protection, confidence and increasing the ability to make suitably informed choices.

I ask the Senate Committee to 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 or ethical impact.

Yours faithfully

J Whittington  
Jennifer Whittington