

To the Senate Committee

I am very concerned about the present situation concerning the labelling of food products we buy, in particular that the terms used on labels are not defined by legislation and are therefore open to interpretation.

I try at all times to buy food that comes from animals that have been well-treated in farm production methods and are as close to natural as possible. But what is the meaning of words such as free-range, biodynamic and organic, amongst others? There should be a uniform code under legislation so that we all know exactly what we are eating.

Without adequate labelling, or labelling that is misleading or ambiguous, the consumer is susceptible to paying premium prices without being sure that the product is genuine.

I call on the Senate Committee to extend the issue of branding and marketing and hold a further inquiry to look at the truth in labelling of all grocery items, especially where there is a potential environmental or ethical impact.

Yours sincerely

Elizabeth Gleeson