

Dear Sir/Madam,

As a consumer, I am becoming increasingly frustrated by the number of undefined terms including organic, free-range etc. when trying to make informed choices when buying animal-derived food such as meat, dairy etc.

I ask that the Senate Committee explore all options 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.

I call on 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.

I feel strongly that this is an area where Government should help consumers to make healthy choices when purchasing food items.

Regards  
JANET HOLE