

W. Hermann Gfeller

J. D. ... ..

...

E. ... ..

28 April 2008

The Secretary  
Senate Standing Committee on  
Rural & Regional affairs & Transport  
Parliament House  
CANBERRA ACT 2600

Dear Sir Madam

I am writing to voice my concern as a consumer who is very frustrated by the number of undefined terms used when purchasing animal derived food products such as meat. These terms include organic, free-range, bred free-range and biodynamic.

I ask that the Senate Committee explore all options available to ensure reform of all state and territory legislation and regulations applying to food labeling, branding and marketing. I feel it is vitally important to ensure truth in labelling especially for all animal derived food products. Among other things, such reform should ensure that terms should be limited and adequately defined and linked to consistent national standards incl. national standards for animal welfare. Such reform would provide us as consumers with protection, confidence and increase ability to make informed choices.

I also ask that the Senate Committee 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 look forward to receiving your response to the above issues and thank you for your time.

Yours sincerely



Hermann Gfeller

Cc: Humane Society International