

24  
20th April, 2008.

The Secretary,  
Senate Standing Committee On Rural and Regional Affairs,  
Parliament House, Canberra 2600

Dear Sir/Madam,

I write in regard to the current inquiry into meat marketing and the need for national standards governing the labelling of products of animal derivation.

Consumers are becoming increasingly aware of the need for truthful and accurate definitions on labels where terms such as "organic" and "free-range" are used, and standards should be consistent nationally.

Consumers are claiming the right to base their choices on correct information, and to have confidence that standards will be maintained and appropriately enforced.

Hopefully, future inquiries will extend to include the indication for truthful and informative labelling of all products, where ethical and environmental issues are relevant.

Yours faithfully,



(Dr) Margaret Lorang