

29/4/08

Dear Sir/Madam,

As a consumer I am increasingly frustrated by the increasing number of undefined terms including organic, free-range, bred free-range and biodynamic when trying to make informed choices when purchasing animal-derived food products such as meat.

I ask that the Senate Committee explore all options available 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. Some farming practices are absolutely barbaric and in a year ago. The introduction of the suggested reforms would provide consumers with protection, confidence and an increased ability to make suitably informed choices. Furthermore I call upon the Senate Committee to extend the issue of branding & marketing in a future inquiry to deal with truth in labelling of all grocery items where there is a potential environmental or ethical impact.

I thank you for your attention in this matter and await your reply in anticipation of any comments you have to make.

Yours Faithfully

Carol J. Harrigan