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THE SECRETARY
SENATE STANDING
COMMITTEE

DEAR SIR

I ATTACH ARTICLE FROM HUMANE
SOCIETY INTERNATIONAL AND AGREE
WITH THE INFORMATION CONTAINED
WITHIN THAT ARTICLE.

ALSO ARE EGGS LABELLED FREE RANGE
IN FACT WHAT THEY SAY. DO
INSPECTORS CHECK THE AUTHENTICITY
OF THESE CLAIMS WHAT ARE
BIO DYNAMIC.

YOURS SINCERELY
Helen Kemp
(HELEN KEMP)



Action Alert

Help bring about "Truth in Labelling" for animal-derived food products

ACT BY Friday 2nd May 2008

As consumer understanding and sentiment continues to grow in regards to animal welfare and the suffering of animals, many are wanting to make informed choices on the animal-derived food products they purchase and are increasingly looking to organic and free range produce, amongst others, only to be met with an endless variety of undefined terms or labels that are completely void of any information on the farm production method.

Terms currently frequenting the shelves include grain fed, free-range, bred free-range, organic and biodynamic. With such a suite of terms, most of which are not defined by legislation, and are thus open to interpretation and misuse, it is easy to see how consumer uncertainty is escalating. Further, current laws dealing with animal welfare and animal cruelty are the responsibility of individual states and territories, which has led to an inconsistent array of laws and regulations.

Recent media reports (by Channel 7's Today Tonight and the Sydney Morning Herald, among others) have shown instances of meat substitution, where cheaper cuts of meat and cheaper imports were being falsely and misleadingly sold as a more premium and more expensive product and have revealed how customers are buying organic products including meat, paying premium prices in comparison to their non-organic counterparts, yet the labelling was often misleading or ambiguous. However without adequate truth in labelling laws and regulations, customers are susceptible to paying premium prices for products that may be labelled with false or misleading claims.

The Senate Standing Committee on Rural and Regional Affairs and Transport is currently conducting an 'inquiry into meat marketing, with particular reference to the need for effective supervision of national standards and controls and the national harmonisation of regulations applying to the branding and marketing of meat'.

Take Action by: 2nd May 2008

Please write to the **Secretary, Senate Standing Committee on Rural and Regional Affairs and Transport, Parliament House, Canberra ACT 2600** and email rrat.sen@aph.gov.au by **Friday May 2nd 2008**.

- o Voice your concerns as a consumer who is 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.
- o 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. Such reform will provide consumers with protection, confidence, and an increased ability to make suitably informed choices.