

Secretary
Senate Standing Committee on Rural and Regional Affairs and
Transport
Parliament House
Canberra 2600

As a concerned shopper who tries to consider animal welfare when shopping for meat etc. I am confused by the terms being used on packaging. Terms such as grain fed, free-range, bred free-range, organic and biodynamic. All of these terms are undefined and open to interpretation. Thus, we the consumer are left uncertain as to what we are buying.

Recent reports of consumers buying what they thought was organic products including meat, were being substituted for cheaper cuts and cheaper imports. The labelling of these products are misleading and ambiguous. Without adequate truth in labelling laws and regulations, customers are susceptible to paying premium prices for products that are labelled with false or misleading claims.

I would like the Senate Committee to extend the issue of branding and marketing in a future inquiry to deal with truth in labelling of all grocery items where there is a potential environmental or ethical impact.

Dianne McCance