

To Whom it May Concern

I am a concerned member of society who wishes to be more informed about what I am buying in the way of animal derived food products, before I buy them. I am becoming more frustrated by the increasing number of undefined terms associated with these products, such as organic, free-range, bred free-range and biodynamic.

I understand that you are conducting an inquiry into meat marketing and I ask that you explore all options available to reform all state and territory legislation and regulations applying to food labelling, branding and marketing to ensure the truth in animal derived food production labelling. The terms used in the labelling need to be limited and adequately defined, linked to national standards (for consistency) and to national standards for animal welfare.

If these requests are answered, then consumers like myself will have more ability to make informed choices with purchasing meat. Animal welfare is becoming more of a concern for people and more informative and clear labelling goes towards promoting this.

Thankyou.

Your Faithfully

Fiona & Tim Brady
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