

I am writing this email to you to voice my concerns in regards to labeling for animal-derived food products. As a customer I am becoming 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 would ask the senate committee explore all options available to ensure reform of all state and territory legislation and regulations applying to food labeling, branding and marketing to ensure truth in animal-derived food production labeling. 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 suitable informed choice.

Please let me know your thoughts on this.

Thank you very much

Regards

Janet Burke