

12 October 2015

Dear Sir/Madam

Re: Free Range Egg Labelling

I am a marketing specialist and hold four degrees from top Australian universities in SA, Vic and NSW in business, finance and marketing.

It is vital for consumer confidence that labelling is accurate. At present, some egg producers are lying about their product to justify higher prices and/or undercut producers who have a superior product, so consumers don't know what they are buying and cannot make informed choices, and producers doing the right thing are financially penalised (any could potentially fold). So it's very positive that this issue is finally being addressed.

There are several components to labelling.

1. Firstly, we need law to define "free range" (and this should take into account the welfare of the chicken using our best scientific knowledge and common sense), and
2. We also need "policing" of the law with sufficient penalties that work as a deterrent (also using knowledge and common sense). It is vital to keep in mind that if there is no "policing" of the laws, they will be totally ineffective, so
3. Whistle blowers are vital to law enforcement and need protection of the law.

However, eggs are sold not only in their shell to retail customers, but there is a large wholesale egg market in Australia and at the moment there is **NO DISCLOSURE** on the source or treatment of chickens where eggs have been added to other products, such as ready meals, cakes and cake mixes, pastas and noodles, and even wine....

However, if we step back a moment to think, it actually makes good sense in a wealthy country such as Australia, that we **MANDATE all chickens are free range**. If we were to develop law to enable ALL chickens are treated humanely, there would be much less confusion for consumers, a much simpler law and law enforcement and we could pride ourselves and **give these products a marketing edge** for treating these living creatures with the respect they deserve for providing us with a rich source of inexpensive protein that creates much less carbon emission than other forms of protein.

I am hopeful for an outcome that is simple and highly effective, for the sake of the Australian public, ethical egg producers, food manufacturers and our Australian chickens.

Yours sincerely



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