

14B Ebden Ave.  
BLACK ROCK VIC 3193

26<sup>th</sup> November 2015

The Manager  
Consumer Policy Unit  
Small Business, Competition and Consumer Policy Division  
Treasury  
PARKES ACT 2600

Madam/Sir,

Re: **Submission to Egg Labelling Consultation**

More and more shoppers, like me, are seeking free-range eggs. We do this because of our concern for the welfare of the hens that lay the eggs. Unfortunately many producers are deceiving us with misleading and confusing labelling of egg cartons.

We need standards that correctly identify the husbandry system by which the product is produced. **Specifically, shoppers looking for free-range eggs want to know, with confidence, what the stocking density of the layers is.**

The term 'free range' originally applied to a farm where hen, stocking density was 1,500 hens per hectare. The term is now used by producers with much higher stocking densities and even by producers whose stock live in crowded barn conditions. Clearly, in the interest of consumers, clear standards must be enforced.

We need, either a system that requires producers to indicate, in a standard format, the stocking density of the production system or at least, a four level, tier system, with the top level being free-range with stocking density of (up to) a maximum of 2,500 hens per hectare.

Sincerely,

David Rothfield  
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