

Senate Rural and Regional Affairs and Transport Legislation Committee

Definitions of meat and other animal products

SUBMISSION

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Is all or part of your submission confidential?	Yes, all <input type="checkbox"/>	Yes, part <input type="checkbox"/>	No <input type="checkbox"/>	<input checked="" type="checkbox"/> (copy box to indicate answer)
If part, please identify which sections are confidential:			
Reason for confidentiality:			

SUBMISSION

I provide my submission in support of the Definitions of meat and other animals products Senate Inquiry.

In providing this submission I refer directly to the Terms of Reference that cover a range of issues surrounding the current state of meat category branding in Australia and my opinion is set out below:

<p>Short introduction about yourself or the organisation that you represent</p>
<p>Suggested points you could cover:</p> <ul style="list-style-type: none">- Your location- How you are involved in the Australian agriculture industry (e.g. beef, sheep, goat, grain, or cane producer)- Length of time involved in industry- Size of business (e.g. no. of head)- If relevant \$ value of agricultural levies paid annually (e.g. livestock, grain) <p><i>Start typing here.....</i></p>
<p>a. The potential impairment of Australian meat category brand investment from the appropriation of product labelling by manufactured plant-based or synthetic protein brands, including:</p> <ul style="list-style-type: none">a. the use of manufactured plant-based or synthetic protein descriptors containing reference to animal flesh or products made predominately from animal flesh, including but not limited to “meat”, “beef”, “lamb”, and “goat”; andb. the use of livestock images on manufactured plant-based or synthetic protein packaging or marketing materials.
<p>Suggested points you could cover to refer to 1.a. of the Terms of Reference:</p> <ul style="list-style-type: none">- Your opinion as to the impact on Australian meat brand investment (much of which has been funded by producer levies over generations of farming families), from manufactured plant-based or synthetic protein brands referring to animal products.- How do you feel about manufactured plant-based protein products using animal descriptors or imagery to purport a characteristic or nutritional benefit?- Any instance where you (or others) have been confused with product packaging claims or incorrectly purchased a plant-based product rather than a meat product (provide product image/name if possible) <p><i>Start typing here.....</i></p>
<p>b. The health implications of consuming heavily manufactured protein products which are currently being retailed with red meat descriptors or livestock images, including:</p> <ul style="list-style-type: none">a. consideration of unnatural additives used in the manufacturing process; andb. consideration of chemicals used in the production of these manufactured protein products.
<p>Suggested points you could cover to refer to 1.b. of the Terms of Reference:</p> <ul style="list-style-type: none">- Are additives/chemicals in food products a consideration for you personally with respect to food consumption, diet, and product choice and/or your health?

- **What is your feeling about consumers purchasing manufactured or synthetic protein products, that compare their nutritional benefit with that of natural meat products that farmers produce?**
- **Any reference to health implications in research you have read/are aware of with respect to additives/chemicals used in production or manufacturing process of these manufactured plant-based or synthetic protein products (see list of references in e-mail).**
- **A summary as to what you need to declare in the production of meat and/or grains (e.g. HGP's, withholding periods, MRL's) to comply with legislation and requirements to produce a food product and your opinion as to manufactured products not being required to comply with any requirements with respect to labelling, advertising and additive inclusions in comparison to natural meat products.**

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- c. The immediate and long-term social and economic impacts of the appropriation of Australian meat category branding on businesses, livestock producers and individuals across regional, rural and remote Australia, including:
- i. the reliance upon imported ingredients;
 - ii. the support of regional employment; and
 - iii. the state and commonwealth taxation contribution from the Australian red meat and livestock sector.

Suggested points you could cover to refer to 1.c. of the Terms of Reference:

- **How has your agricultural business been impacted by the use of “meat”, “beef”, “lamb”, and “goat” on manufactured products that are not flesh of an animal that, do not come from your production system?**
- **How are the environmental and welfare claims being made by manufactured plant protein products impacting on your business/brand/our industry?**
- **How do these claims make you feel?**
- **Your opinion as to claims/advertising by these products of similar nutritional and health benefits of these manufactured products as opposed to meat products.**
- **How does your business support your community and how will the unregulated use of meat branding and product claims of manufactured plant protein products impact on this?**

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- d. The implications for other Australian animal products impaired from the appropriation of product labelling by manufactured plant-based or synthetic proteins.

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- e. Any related matters

This is your chance to outline any other relevant matters – for instance, the legislation and accreditations that you comply with to produce red meat and the transparency of Australian red meat industries as opposed to the claims being made by manufactured product brands and the lack of regulation surrounding this.

This Senate Inquiry is an opportunity for the opinions, facts, and ideas of Australian agricultural producers to be put forward and possibly considered for future regulatory framework and it is important that our industry's opinion and impact is presented.

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Signed:	
Address:	
Date:	