

Submission to The Treasury:

Redefining 'Free range' is yet another attempt to mislead the public.

It is outrageous that it is such a struggle to get truth in labelling.

'Free range' is generally understood by the public to provide hens with good living conditions. Density above 1500 birds per hectare is not consistent with the public's understanding of 'free range'.

This is an attempt by big players in the food industry to nobble the competition by confusing and misleading food buyers.

The public should be able to make decisions about what products they choose to buy based on truthful disclosure of facts.

We regularly hear from right wing think tanks and media how the country has become a nanny state. But somehow they think that it is OK to mislead and keep the public in the dark about the implications of what they are eating.

Truthful labelling of eggs is simply a case of allowing the public to make their own informed decisions – ie not Nanny State.

The public are then in a position to decide based on real information and food producers and marketers then need to adjust their practices to suit – ie market forces, not Nanny State.

If the food producers and supermarkets were consistent and sincere in their position they would embrace full disclosure of how food was produced.

What exactly are they afraid of? Are informed food buyers so scary? I think I know who needs a nanny.

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