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The Treasury
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PARKES ACT 2600

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Submission for the Labelling of Eggs

While I have no involvement in the production, labelling or distribution of eggs, I am a consumer of the product and write this submission purely from that perspective.

It seems to me that it is not just the labelling of Free Range Eggs that needs to be clarified and therefore I would encourage the Federal Consumer Affairs Minister to only consider the Draft Option (3) an information standard for all eggs.

Whatever decision is ultimately made in terms of a labelling standard, can I suggest that the "KISS" principle be followed i.e. Keep it simple stupid!

In acknowledging my ignorance of the variants associated with egg production in Australia, I have put together my ideas on what labelling should look like (indicatively) and what each of the three suggested categories should mean.

I hope that you will give some consideration to these designs, outlined on the following page, when you are defining a labelling standard.

Yours faithfully,

Trevor Neal



Egg carton symbol for Eggs produced from Free Range Chickens.

Means :-

1. Eggs are **produced and packed** in Australia. (Not just packed).
2. Eggs are produced from chickens that roam freely in the open air during daylight hours, in an area that provides a minimum of 1 square metre of space, per chicken.



Egg carton symbol for Eggs produced from Large Enclosure Chickens.

Means :-

1. Eggs are **produced and packed** in Australia. (Not just packed).
2. Eggs are produced from chickens that roam freely in a barn area that provides a minimum of 1 square metre of space, per chicken.



Egg carton symbol for Eggs produced from Caged or Small Enclosure Chickens.

Means :-

1. Eggs are **produced and packed** in Australia. (Not just packed).
2. Eggs are produced from chickens that are caged or in a barn, that provides less than 1 square metre of space, per chicken.