



Your strong and independent
voice for livestock producers

LIVESTOCK SA...

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21L142

13 September 2021

Hon David Basham MP
Minister for Primary Industries and Regional Development
GPO Box 1671 ADELAIDE SA 5001
By Email: minister.basham@sa.gov.au

Dear Minister,

Re: Senate Inquiry into “Definitions of Meat and Other Animal Products”

The Commonwealth Senate’s Rural and Regional Affairs and Transport Legislation Committee’s inquiry into the Definitions of Meat and Other Animal Products has to date received over 220 submissions with nearly 70 per cent supporting the protection of meat category brands. This high number of submissions is in the top 10% for all inquiries undertaken by the Committee. The closing date for submissions was 13 August 2021.

Livestock SA’s submission to the Inquiry is attached for your information.

The Senate Committee will be holding public hearings state-by state during September - November 2021 as part of their Inquiry. Livestock SA has been invited to attend a hearing on-line on Thursday 16 September to present our submission and answer questions.

The public hearings will further investigate any potential impacts to the red meat industry’s brand investment from plant-based or synthetic protein brands, including where plant-based or synthetic protein product labels refer to animal flesh or products made predominately from animal flesh, including but not limited to “meat”, “beef”, “lamb”, and “goat”, and their use of livestock images on packaging and marketing materials.

The Committee will also investigate any health implications of consuming heavily manufactured plant-based or synthetic protein products such as any unnatural additives or chemicals used in the manufacturing process. Another focus will be on any immediate or 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 the reliance upon imported ingredients in plant-based or synthetic protein products, the support of regional employment, and the state and commonwealth taxation contribution from the Australian red meat and livestock sector.

Livestock SA believes that meat, dairy, and plant-based proteins can all coexist in the industry. But, as we outlined in our attached submission, there is a need to address concerns surrounding product labelling that will enable the growth of all protein-based sectors and the Australian agricultural industry.



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South Australian consumers must be properly informed about what they are buying. This means accurate and honest product labelling, particularly when plant-based producers are using comparative advertising for their plant-based products and make claims that they have the same health or protein benefits over red meat.

The red meat industry invests hundreds of millions of dollars each year to supply the safest and highest quality premium meat to Australian consumers. Livestock SA supports the regulatory protection of the term 'meat' and all the associated terms, including beef, lamb, and goat to ensure that these investments are protected. We would like to see retailers shelving plant-based products separately from meat-based products and that they not placed side-by-side in the same display. This can mislead consumers into believing that plant-based products are directly comparable to meat-based products i.e., placing products side by side does not mean that they are the same.

Livestock SA is concerned about the potential impairment to the South Australian meat industry from misleading labelling of product manufactured from plant-based or synthetic protein brands. Livestock SA believes that product labelling for plant-based or synthetic protein products should not contain descriptors using references to animal flesh or products made predominately from animal flesh i.e., meat. Livestock SA also opposes plant-based protein products being retailed in packaging with livestock images. Livestock SA is concerned about 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 South Australia.

We have been advised that Senator Alex Antic is listed as a member of the Committee that will be conducting the public hearings.

We welcome the public hearings and call on the South Australian Government to help support the call for regulatory protection of the term 'meat' and all the associated terms, including beef, lamb, and goat to ensure that the South Australian red-meat industry's investment and reputation and are protected.

Yours sincerely,

Andrew Curtis
CEO