



Do you have an opinion? *Definitions of meat and other animal products*



Not chicken drumsticks

For some time the Australian dairy industry has been frustrated by the use of the word 'milk' to market products derived from nuts, soybeans and rice. With the growing availability of plant-based and synthetic products marketed using terminology traditionally associated with meat, the Senate Rural and Regional Affairs and Transport Legislation Committee has announced an inquiry into the current state of meat category branding in Australia.

The inquiry will focus on:

1. The potential impairment of Australian meat category brand investment from the appropriation of product labelling by manufactured plant-based or synthetic protein brands, including:
 - 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"; and
 - the use of livestock images on manufactured plant-based or synthetic protein packaging or marketing materials.
2. The health implications of consuming heavily manufactured protein products which are currently being retailed with red meat descriptors or livestock images, including:
 - consideration of unnatural additives used in the manufacturing process; and
 - consideration of chemicals used in the production of these manufactured protein products.
3. 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:
 - the reliance upon imported ingredients;
 - the support of regional employment; and
 - the state and commonwealth taxation contribution from the Australian red meat and livestock sector.
4. The implications for other Australian animal products impaired from the appropriation of product labelling by manufactured plant-based or synthetic proteins.
5. any related matters.

ACGC and ACMF will both be making submissions to the inquiry by the end of July deadline, but you are encouraged to do so as well. See [here](#) for more.

A request from the Manager, Research – National Rural Issue, AgriFutures

It is that time of the year that we are surveying AgriFutures Australia's Stakeholders. Your feedback is important in ensuring that we are listening. I would greatly appreciate if you could take 10 minutes out of your day to provide feedback. If you have already participated in our survey, thanks very much!

Georgie Townsend, AgriFutures

Stakeholder Survey 2021: <https://surveys.intuitivesolutions.com.au/s3/AgriFutures-Australia-2021>

Recent reform in the American chicken meat industry

The U.S. Department of Agriculture will begin work on three proposed rules to support enforcement of the Packers and Stockyards (P&S) Act, the 100-year old law that was originally designed to protect poultry and pig farmers and cattle ranchers from unfair, deceptive, and anti-competitive practices in the meat markets. Read [more](#).

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More information:
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