

Hello,

I write this submission as someone with a long history with, and interest in, this issue and related topics.

I grew up on a sheep farm in country NSW, raised by parents who refused to undertake barbaric (and unnecessary) practices such as mulesing, and who would not engage in the live animal export trade. I hold 3 political science degrees, from Sydney and Oxford Universities, and my first political role was as an intern with the Australian Democrats, where I gained enormous respect for Senator Andrew Bartlett, who I am pleased has now returned to the parliament as a Greens Senator.

Senator Bartlett did an enormous amount of good putting a spotlight on the plight of caged hens, and as an Australian I am saddened that the practice of cage egg production continues today.

I have worked for a range of right-of-centre federal and state parliamentarians over the past 20 years, including backbenchers, ministers and a party leader (Warren Entsch, Andrew Thomson, Bruce Baird, Marise Payne, Kevin Humphries, Bob Baldwin, and Lawrence Springborg). I have also worked as a director of 2 industry associations, and as a senior corporate and regulatory affairs manager at one of Australia's leading Fast Moving Consumer Goods (FMCG) manufacturing businesses, whose product is now the subject of product labelling regulation.

When I worked for British American Tobacco, the federal government introduced graphic health warnings on cigarette packets. It was done in stages; first stage was a warning on 50% of the front of pack. The company did not object to that, since it was all for 'informed adult choice' as a responsible manufacturer. But the move to 75% of front of pack and 90% of back of pack plus one of the sides is excessive and has only served to destroy brand value. Which is really self-defeating since it has led to consumers 'down-trading' to cheap brands (since all packets look the same).

So this year, as a member of the NSW Nationals I intend to move a motion that all Australian produced and imported eggs bear a 50% top of box warning only, which should not grow in size over time. I'd like to see the warning label produced with consultation including [Animals Australia](#), [Voiceless: the animal protection institute](#), RSPCA, Greens Senator [Andrew Bartlett](#), [NSW Farmers](#), [Australian Retailers Association N.s.w.](#), [Australian Food and Grocery Council](#), [The Mulloon Institute](#) (Mulloon Farms produce for Harris Farm), [RSPCA NSW](#), major supermarket chains, and the community.

That is, of course, unless your inquiry advances a proposal for a 50% top of box warning labelling system, which I would do my utmost to promote within the Coalition.

As an advisor to Hon Bruce Baird, I have had deep engagement with the grocery retailing sector via the inquiry he chaired, which culminated in the report "Fair Market or

Market Failure". Many of the draft motions put were dropped, only to be revisited years later by Hon Bruce Billson as small business minister. I will not stand by and watch food manufacturers and retailers run arguments against the promotion of informed choice, particularly when it comes to cruelty to animals.

Furthermore, tech solutions like the "kluckers app" will not achieve a just outcome for caged hens. I am all in favour of technology and a private sector led solution, and I have published a great deal on line about this very topic, a prime example being:

<https://www.marketingmag.com.au/hubs-c/future-socially-conscious-grocery-shoppers/>

What is required is a clear on-product labeling system to make it obvious to consumers that their purchases support cruelty free production, or the opposite, and various degrees in between. I suggest this system be one developed in consultation with wide range of stakeholders, and should be a system that allows egg producers appropriate (but not inordinately long lead) time to adapt their own branding to effectively occupy the remaining 50% of package space.

I would welcome the opportunity to expand on these issues in person at a public hearing, if you will afford me the opportunity.

Yours sincerely,

ADAM JOSEPH