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Inquiry Name: Inquiry into the Impact of Animal Rights Activism on Victorian Agriculture

Mr Conor Robinson
[REDACTED]

SUBMISSION CONTENT:

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To the members of the inquiry.

I'm writing in as a voter who still enjoys eating meat, but does so a little less than I used to, initially for sustainability reasons after learning the vastly different environmental costs in producing meat at the extent we do. If you'd asked me a few years ago if I'd ever become a vegetarian I'd have firmly said no, and I'm still not one. but after making an effort to shift my diet from all meat, to once or so a week, its changed my perspective about the industry. Meat is amazing, but it doesn't have to be produced in the manner that puts the animals through a torturous existence.

The market has reflected this shift is understanding and compassion. Myself and most of my friends, when buying eggs, look at the rating on how many chooks are kept in a space and how much freedom they have. We use apps like Cluckdar which tell us how human the brand is. We quietly vote with our dollars, and continue to do so. This has also been reflected with the rise of organic, fair trade and ethical branding in many other products and industries. People want to do good, its just when the branding is allowed to obscure the truth from those buying it, they don't have much of a choice.

Meat has no equivalent to this, and to purchase ethically we pretty much have to give up meat. There is no government rating or regulation around it that seems to make a difference. As slowly more and more people become aware and care, allowing the meat industry to continue to practice these horrific methods of production behind closed doors doesn't serve the public.

At best, the meat industry should be regulate to phase out these practices entirely, or failing that, regulation should at least force branding to show which meat companies are striving to do right by both the animals and their customers, and which are happy to be brutal for a slightly higher profit margin.

Thank you for your time.

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File1:

File2:

File3: