

Subject: GMO MORATORIUM REVIEW
Date: Tuesday, 23 April 2019 11:17:53 PM

Dear sir/madam,

I am writing to make a submission to this review.

I have been involved with marketing of Tasmanian “clean green” animal products (mainly red meat) for many years, including playing a role in the ban on the use of Hormonal Growth Promotants (HGP) in Tasmanian cattle, research on alternatives to the use of synthetic testosterone in sheep, certification of product from feedlot cattle as free of antibiotics, implementation and enforcement of animal identification and traceback (through the National Vendor Declaration), coordination of the National Residues Survey in Tasmania and support for the voluntary accreditation schemes such as “Never Ever”.

A combination of all of these schemes and programs has resulted in Tasmanian red meat products gaining access to some premium markets in some of the most advanced and sophisticated market sectors of the developed world – the EU, North America and Japan.

These markets consist of very well educated and aware consumers who place a high value on eating meat that is produced in a free range environment where grain is not fed, antibiotics are not used and GMOs are not present in the feedstuffs (see “The Omnivore’s Dilemma, a Natural History of Four Meals” by Michael Pollan, 2006).

Understanding these markets and being conscious of the scale of the mark-up for such products and how it underpins the Tasmanian red meat market will provide an appreciation of the importance of the ‘clean green’ image to Tasmania’s economy.

If GMO crops and plants are grown in Tasmania, it will become very difficult to maintain this marketing advantage.

I strongly believe that the moratorium should remain.

Regards

Bruce Jackson