

30 August 2019

Australian Competition & Consumer Commission
Level 17, 2 Lonsdale Street, Melbourne, 3000
CTMs@acc.gov.au

Dear Secretariat,

RE: Humane Farm Animal Care registration of a certification trade mark in Australia

Sheep Producers Australia (SPA), as the national body representing Australian sheep and lamb producers, appreciates the opportunity to provide comment on Humane Farm Animal Care's (HFAC) application to the Australian Competition and Consumer Commission (ACCC) to register a certification trade mark in Australia.

Firstly, while SPA notes the majority of HFAC's potential certification requirements relate primarily to intensive and house arrangements for various production species, they also worryingly include potential extensive requirements impacting on Australia's sheep industry (most notably within *Annex 8*). As many of the potential requirements are based on more intensive operations (more common to the northern hemisphere production systems in which these proposed requirements were first developed), SPA is concerned Australian sheep producers may incur unjustified productivity restrictions to participate in this certification program. However, SPA appreciates that these proposed requirements are voluntary, and organisations retain the choice to participate in accordance with their individual business model. SPA respects the right of these producers to participate if they feel it assists the marketing of their product. As SPA played an important role in the development of the Australian Animal Welfare Standards and Guidelines for Sheep, as well as the Land Transport Standards and Guidelines, SPA sees a limited role for this type of program within Australia's sheep industry.

Secondly, SPA would also like to raise potential concerns with HFAC's and other similar organisations 'non-profit charity' status within Australia and request that the ACCC carefully examine this status against their business model in the future. The proposed certification process is clearly run as a business designed to expand revenues and generate profits from the agriculture supply chain. In particular, SPA is concerned whether donations made to the HFAC should be considered tax deductible.

YOUR INDUSTRY.
YOUR VOICE.
YOUR FUTURE.



Should you require any further information in relation to this submission please contact William Oldfield, SPA Policy Manager on 0438 028 391 or woldfield@sheepproducers.com.au.

A handwritten signature in black ink that reads "Stephen Crisp". The signature is written in a cursive style with a large initial 'S' and a distinct 'C'.

Your sincerely

Stephen Crisp
Policy Director
Sheep Producers Australia