

NEW DATA DEBUNKS LABELLING CONFUSION CLAIMS

New data shows claims that plant-based meat labels are misleading consumers are unfounded.

The [analysis](#) was released today by independent think tank, Food Frontier, as submissions to a senate inquiry into the 'definitions of meat and other animal products' close this week.

More than 250 plant-based meat alternative products available in Australian supermarkets were included in the analysis. It found all front-of-pack labels use at least one term to clearly show they are free of meat.

Eighty-five percent use two or more terms to show they are meat free and more than half use three or more terms.

Contrary to meat industry claims, only a small portion (8%) use an unmodified animal meat term in the product name. There were 68% with no animal meat term in the name at all.

The data adds further weight to the Australian Consumer and Competition Commission's senate inquiry submission, which stated that current labelling of plant-based meat alternative products is "unlikely to mislead consumers" and they had received no information that it is "an issue causing consumer detriment".

The analysis also found there were no products using the term "Australian" in their brand or product names, putting to bed claims that plant-based products are "appropriating" the Australian meat brand.

Food Frontier is concerned attempts to impose unnecessary red tape risk crippling a young and emerging sector, which is tipped by [Food Frontier and Deloitte Access Economics](#) to generate billions of dollars by 2030 and create an estimated 6,000 full-time local jobs.

The senate inquiry, prompted by the meat and livestock industry, was announced in June by Queensland Senator Susan McDonald.

It is not the first time plant-based food product labelling has been considered at the federal level, with all instances to date finding that existing regulations were fit for purpose.

The meat industry recently published survey results that focused on only five of the more than 250 products available and chose products that featured uncommon labelling.

About Food Frontier

Food Frontier is an independent think tank and expert advisor on alternative proteins in Australia and New Zealand. Food Frontier's [previous reports](#) include the 2019 State of the Industry report, with the first-ever economic modelling of the Australian plant-based meat sector to 2030; research on the health and nutrition of plant-based meats; and national Colmar Brunton research on consumer behaviour and dietary trends.

www.foodfrontier.org

Quotes attributable Food Frontier CEO, Thomas King

“There’s a lot of misinformation being circulated about labelling of plant-based products, so it’s good to have some comprehensive data to support the facts.

“We strongly support clear food labelling, but this data shows most products use clear and commonsense labelling, with just a very small number using the kind of labelling being called into question – these are not representative of the hundreds of products in the market.”

“This data counters recent survey results released by the meat and livestock industry that were based on five cherry-picked products using uncommon labelling, when we know there are more than 250 available.

“We agree it’s important for the conversation to be had to ensure clarity for consumers, but the conversation must be based on evidence, not anecdotes or skewed surveys.”

“What we would hate to see is an exciting, emerging sector, projected to be worth \$3 billion and generate 6,000 jobs by 2030, to be crippled by unnecessary red tape before it’s even had a chance to deliver its economic potential to Australia.”

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