

**“CTM 1749229 – Ceres Agricultural Company – submission”.**

We have concerns with the registration of this CTM (No. 1749229) of Ceres Agricultural Company (Ceres) as it is preparing to give the consumer a false indication of pasture fed beef.

It would dilute the value of our own Registered Free Range Pasture Finished brand to such an extent that it will compromise our economic viability. It is difficult to finish cattle on pasture to meet consumer standards. It is easy to finish on grain.

The logo being used by Ceres is also trying to imitate the logo for the PCAS Pasture fed cattle assurance system by suggesting beef using natural grain is similar and part of the PCAS system.

The whole intent of the Ceres brand appears to say that grain fed cattle are pasture fed with just a bit of grain. There are many butchers trying to hood wink the public and this is just another example.

It doesn't matter whether it is organic grain, natural grain or any other grain introduced into the diet of the animal, it changes the ratio of Omega 3 and 6. There are concerns that by changing this ratio the fat content also changes making grain fed fat less healthy than the fat from grass fed animals. According to research, you can eat the fat from a grass fed animal and it is good/healthy for you. In grain assisted or fed cattle, the fat changes to saturated fat, and is not good/healthy for consumption.

The ability to finish cattle on grass should not be compromised by this attempt to hide the fact that these animals will be grain finished. The disguise is running on pasture at the same time, however the cattle will consume a diet with the largest proportion being grain.

There are a growing number of consumers that only want to buy genuinely grass fed animals and all of these watered down versions directly affect our viability.

Thank you for the opportunity to comment

John and Barbara Dunnet

Milyeanup Pastoral Company P/L

Reg. Brand - Black Point grass Fed beef