



23 Marcus Clarke Street
Canberra ACT 2601

GPO Box 3131
Canberra ACT 2601

tel: (02) 6243 1111

fax: (02) 6243 1199

adjudication@acc.gov.au

www.accc.gov.au

Our ref: 61425
Contact officer: Elizabeth Batten
Contact phone: (02) 6243 1359

3 May 2017

By email

Dear Sir/Madam

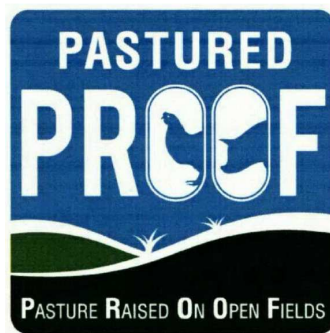
Pastured Proof - Pasture Raised on Open Fields – Certification Trade Mark Application No. 1784876 – interested party consultation

The Australian Competition and Consumer Commission (ACCC) has received an application from Kevin McCosker and Lee McCosker to register Certification Trade Mark No. 1784876 containing the words 'Pastured Proof – Pasture Raised on Open Fields' (the CTM).

I am writing to you as a party who may be interested in commenting on the application.

Broadly, the CTM is intended to certify that farms have complied with minimum standards of ethical treatment of livestock in pastured production systems. The CTM rules provide a set of rules that apply to livestock, and four separate guidelines which set out the minimum requirements for the farm practices relating to the production of pigs, poultry, meat sheep and beef cattle.

A copy of the CTM rules is available through the ACCC's Consultation Hub at <https://consultation.accc.gov.au/>. An illustration of the CTM is below.



ACCC's role in assessing certification trade marks

A CTM indicates to consumers that a product or service meets a particular standard.

The ACCC's role involves assessing and approving rules for the use of CTMs. In general terms, the ACCC is required to assess whether a CTM raises consumer protection, competition or associated concerns. In addition, the ACCC will assess the requirements that goods or services must meet in order to have a CTM applied to them.

More information about the process and the ACCC's role in assessing CTMs can be found in the ACCC's publication [Certification Trade Marks – the role of the ACCC](#).

Consultation and next steps

The ACCC invites you to comment on the application before it issues an initial assessment. Your comments may assist the ACCC in its consideration of this application.

If you wish to comment, please do so by **Friday, 26 May 2017** to enable the ACCC to make a timely assessment of the application.

Comments should be emailed to adjudication@acc.gov.au with the subject "CTM 1784876 – Pastured Proof - Submission".

The assessment of this CTM is a public process, and any comments or submissions may be placed on the ACCC's website. If you would like all or part of your submission to be treated as confidential, please indicate this clearly in your correspondence with reasons as to why you have made the request.

You can also forward this letter to any other party who may wish to make a comment to the ACCC regarding this application.

The ACCC will release an initial assessment of the application, which will be open to further public comment, and then a final assessment.

Please advise if you do not wish to make a comment at this time, but would like to be informed of the outcome of the ACCC's initial and/or final assessment. If you are able to, please provide a nominated contact email address for future correspondence.

If you wish to discuss any aspect of this matter, please do not hesitate to contact Elizabeth Batten on (02) 6243 1359 or by email to elizabeth.batten@acc.gov.au.

Yours sincerely



David Hatfield
Director
Adjudication