

To whom it may concern,

Garry and myself run Free To Roam Australia, we personally produce eggs on our own farm and we together own and operate a egg wholesaling company.

We pride ourselves on running and further developing a extremely environmentally sustainable farming system. We were absolutely delighted when we came across the proof accreditation because we believed that this system totally fitted in with our beliefs and practices.

When Garry and I started in egg production, we both read through all the standards and in the end became totally disheartened with this totally unregulated industry.

We decided to run our business to be in line with what we felt our customers exceptions and visions would be.

That was fine until, we started to sell our eggs and realised, that we were always being questioned by shop owners as to why our prices were so high. After some confusion and realising that other companies and most of them were in actual fact selling their product, less than it cost us to produce.

So we were being financially penalised for delivering a product, which the term free range implies, while most of our competition only pretended to do! May I ask who is the fool - us the producer who has the conscious, or the poor customers, sold this product by the shop owner who is well aware that the other product is not free range, and make the problem worse by adding the same percentage rate onto both products but because ours is dearer it makes our product even more expensive.

I thank the ACCC for seeing things as they are, attached are photos of our system and I hope that you can see the difference, please feel free to call if you would like to ask anything about our system.

We believe that at the moment people who are providing an ultimate free egg are being pigeon holed into the same category as the people who are deliberately duping the consumer. People have the right to make an educated decision, and then the decision can be made from a financial, and the chicken welfare point of view.

On behalf of ourselves and our farmer network, we totally support the proof accreditation, in my opinion as it is the only accreditation which is truly making a statement at all! I hope that the customers will now be able to purchase a product bearing this logo, with true confidence.

Yours truly,

Julie Kos



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FREE

TO ROAM

AUSTRALIA

DENSITY OF 750 BIRDS PER HECTARE





BACKED BY A PROFESSIONAL TEAM



STATE OF THE ART DESIGN

ROAMING FROM DAWN TO DUSK





FARMER NETWORK



PASTURED AND P.R.O.O.F



OUR MOBILE SYSTEM

BUCKLEBERRY FARM

