

24 July 2015

David Hatfield
Director
Adjudication Branch
Australian Competition and Consumer Commission
GPO Box 3131
CANBERRA ACT 2601

By email: CTMs@acc.gov.au

Dear Mr Hatfield

Certification Trade Mark Application No 1635381 - PROOF

Thank you for the opportunity to comment on the above application for a Certification Trade Mark (CTM).

As a general comment, the RSPCA supports transparent and effective labelling based on clearly defined and well understood management practices that safeguard the welfare of production animals at all ages/life stages. Those management practices should provide for not just minimum welfare standards but best welfare practices and environments. The RSPCA also believes that any claims made regarding management practices should be verifiable through a rigorous audit process.

RSPCA Australia does not wish to make any further comment at this time, but would like to be informed of the outcome of the ACCC's initial and final assessment.

For future correspondence related to this application, please contact me.

Yours sincerely



Heather Neil
Chief Executive Officer
RSPCA Australia

RSPCA Australia

ABN 99 668 654 249
ACN 163 614 668

P 02 6282 8300
F 02 6282 8311
E rspca@rspca.org.au
W rspca.org.au

PO Box 265
Deakin West ACT 2600

