



James Jackson
President

Ref: 1942OC

5 September 2019

Jaime Martin
Australian Competition and Consumer Commission
GPO Box 3131
Canberra ACT 2601

Sent via email: CTMs@acc.gov.au

Dear Ms Martin

Re: Certification Trade Mark Application No 191 4662 lodged by Humane Farm Animal Care

New South Wales Farmers Association (NSWFA) is writing to object to the Certification Trade Mark Application 191 4662 lodged by Humane Farm Animal Care (HFAC).

Permission is given for this letter to be displayed online.

NSWFA objects to the trademark on the basis that it could mislead consumers. NSWFA is concerned that the HFAC standard could be confused with the *Australian Animal Welfare Standards and Guidelines*. The welfare standards and guidelines for animals streamline welfare legislation in Australia, ensuring it leads to improved welfare outcomes for animals and are practical for industry. Unlike the HFAC certification, the standards and guidelines reflect balance in measuring animal welfare outcomes.

Ultimately, NSWFA believes the HFAC certification will create confusion for consumers in ascertaining whether appropriate animal welfare standards have been adhered to in the rearing and handling of livestock.

Should you require further information, please contact Annabel Johnson, Livestock Policy Director, on 02 9478 1035 or johnsona@nswfarmers.org.au.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'J Jackson'.

James Jackson
PRESIDENT

NSW Farmers' Association

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