

Our ref: CS1000628
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18 November 2015

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Mr Scott De Bruin
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Dear Mr De Bruin

Representations regarding Wagyu beef

We refer to our previous correspondence about the Australian Competition and Consumer Commission's (ACCC) investigation regarding labelling of Wagyu beef produced and marketed in Australia.

The ACCC considered this matter in relation to certain provisions of the Australian Consumer Law (ACL), specifically:

- Section 18 – misleading or deceptive conduct
- Section 29(1)(a) – false or misleading representations that goods are of a particular standard, quality, value, grade, composition etc.
- Section 33 – conduct that is liable to mislead the public as to the nature, the manufacturing process, the characteristics, the suitability for their purpose or the quantity of any goods.

The ACCC has carefully considered the information obtained during its investigation and at this stage the information does not indicate clearly that a contravention of the above sections of the ACL has taken place. As a result, the ACCC is not pursuing this matter further at this time.

Senate inquiry into the effect of market consolidation on the red meat processing sector

As you may be aware, there is currently a Senate Rural and Regional Affairs and Transport References Committee inquiry into the effect of market consolidation on the red meat processing sector (the Inquiry).

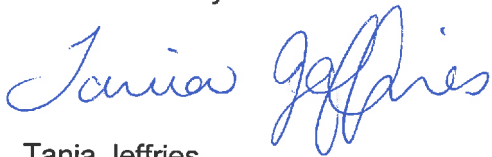
Some submissions to the Inquiry have raised concerns about the potential for the language and labelling used in the promotion of meat quality/grades to mislead or deceive consumers. In particular, submissions have expressed the need for a language

review, and the need for heightened consumer awareness of the MSA grading system with regard to intramuscular fat, marbling, meat colour and tenderness.

As these issues are relevant to the concerns raised with the ACCC concerning Wagyu labelling, the ACCC has taken the opportunity to bring these concerns to the Committee's attention. We consider the Inquiry to be the most appropriate forum to consider this matter.

Thank you for your assistance in this matter. If you have any queries regarding this letter, please contact Rebecca McGregor on (08) 8213 3432 or rebecca.mcgregor@accc.gov.au.

Yours sincerely



Tania Jeffries
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