

## A SNAPSHOT OF THE AUSTRALIAN PORK INDUSTRY









2,700



PEOPLE

## REGISTERED PIG PRODUCTION SITES<sup>1</sup>









**PORK** 



australian Pork

PINK LABEL =

HOME-GROWN,

AUSTRALIAN PORK

<sup>1.</sup> Economic Contribution Report - Pork Industry in Australia 2015-16





Australian Pork Industry Quality
Assurance Program (APIQ/)

The mark of a responsible pig producer who cares for their animals, the environment and their customers, by following safe and sustainable practices.



AUSTRALIAN SOWS ARE NOW LOOSE HOUSED

ALL FRESH PORK SOLD IN AUSTRALIA.



IS GROWN IN AUSTRALIA



BY AUSTRALIAN PIG FARMERS





If you are contacted by media, or have media at your premises, please refer them to, or contact Australian Pork Limited (APL) for guidance and support.

## **KEY CONTACTS:**

Deb Kerr, General Manager, Policy, APL 2 Brisbane Avenue, Barton, ACT 2600 T: 0408 169628 / E: Deb.Kerr@australianpork.com.au

Kevin Daly, Porter Novelli 650 Chapel Street, South Yarra, VIC 3141 T: 0421 188 589 / E: Kdaly@porternovelli.com.au