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ALDI SUPPORTS AUSSIE PIG FARMERS

Australian Pork Limited
ABN: 83 092 783 278

PO Box 4746
KINGSTON ACT 2604

P 02 6285 2200
F 02 6285 2288

www.australianpork.com.au

ALDI has become the first major supermarket to support Australian pig farmers by using the pink Australian Pork logo on its own branded BERG[®] Christmas hams.

The supermarket signed up to the Australian PorkMark program, recognising the logo was developed to help consumers identify products made from 100% Australian pork.

ALDI has also recently nationally launched a sliced Ham Off The Bone 175g in their BERG[®] Deli range, which also displays the Australian PorkMark.

Australian Pork Limited General Manager of Marketing, Peter Haydon, congratulated the retailer on putting country of origin front and centre.

“People want to buy Australian ham and the PorkMark was designed to make it easier for them to find it,” Mr Haydon said.

“While we have many licensees who have signed up and put this logo on their ham and bacon, ALDI is the first major supermarket to do so.”

56 per cent of consumers remain unaware that ham or bacon made in Australia could be made using imported pork, but 69 per cent of people would prefer to buy ham made from Australian pork.

“Most people are shocked to learn that their ham and bacon may not be Australian,” Mr Haydon said.

“The pink square PorkMark makes it clear a ham has been made here from Australian-grown pork.

“As people plan their Christmas lunch, they should look for the logo or buy a bone-in ham to guarantee it’s Australian.”

ALDI’s BERG[®] Deli Ham Off The Bone 175g is available in stores now. The BERG[®] Christmas Half Leg Ham and Quarter Portion Ham will be available in stores from 16 November 2015.

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For media enquiries contact:
Katana Smith
Australian Pork Limited
Ph: 0409 122 556
E: katana.smith@australianpork.com.au
W: www.pork.com.au