MEDIA RELEASE

SUNDAY 30 NOVEMBER 2014

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STRICTLY EMBARGOED UNTIL SUNDAY 30 NOVEMBER 2014

HIGHLIGHTING SOUTH AUSTRALIA'S BEST HAM

Barossa Fine Foods and Newbury and Watson have taken out top honours for South Australia in this year's prestigious Australian Ham Awards.

The awards are held as part of Australian Ham Week, which runs from 30 November to 6 December, celebrating and promoting our nation's finest home-grown ham.

Hams made from 100 per cent Australian pork are judged by a team of specialist judges who independently assess the entries across appearance, texture, aroma and taste criteria. This year's judges were Fleischmeister Horst Schurger, who has a Master's degree in Butchering and Smallgoods from the Master College in Monchengladbach, Germany, and chefs with international experience, Paul McDonald and Simon Bestley.

Barossa Fine Foods, Edinburgh North, took out the state's top honours in the Traditional Bone-in category, with second to Newbury and Watson and third to Churchills Butchery.

Newbury and Watson's boneless ham also impressed judges, taking out first place in that category, with second to Leabrook Quality Meats and third to Standom Smallgoods.

Australian Pork Limited's Mitch Edwards said Australian Ham Week was developed in 2009 to raise awareness not all ham sold in Australia is made from our pork.

"Australian ham is a quality product, tastes great and supports our Aussie farmers," Mr Edwards said. "Unfortunately, many people are unaware that more than two thirds of ham sold in Australia is made from imported pork. Australian Ham Week raises awareness of that fact, but also helps consumers find home-grown ham in store.

"To ensure your ham is made from 100 per cent Australian pork, buy a bone-in ham or look for the pink PorkMark logo."

This year's overall winner and Best Australian Ham title was taken by Sunshine Meats in Milperra, NSW, for its boneless ham. The judges described the ham as perfect in appearance and texture. It has a sweet and smoky aroma with great balance and an overall great ham.

The Nationally Available title was awarded to Victorian processor, Bertocchi Brothers, for their Triple Smoked Leg Ham, available from Coles. The judges commended the ham's shape, colour, aroma and texture.

Australian Ham Week also has butchers and restaurants on board, with activities including tastings and ham dishes featured on menus.

AND THE WINNERS ARE…

Traditional Bone-in Leg Ham

1st	Barossa Fine Foods	Edinburgh North	(08) 8255 3900
2nd	Newbury & Watson	Mount Barker	(08) 8188 4600
3rd	Churchills Butchery	Marryatville	(08) 8431 2920

Boneless Ham

1st	Newbury & Watson	Mount Barker	(08) 8188 4600
2nd	Leabrook Quality Meats	Leabrook	(08) 8331 3514
3rd	Standom Smallgoods	Gepps Cross	(08) 8260 4635

Participating Restaurants

The Flinders Street Project	Stewart Wesson
Africola	Duncan Welgemoed
Daniel O'Connell Hotel	Phil Whitmarsh

For more information, visit www.pork.com.au.

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