

Producer Notice

22 October 2012



“Make it Possible” Media Campaign

Producers should be aware of a new media campaign being run by Animals Australia. The campaign is starting tomorrow (Tuesday 23 October 2012) and consists of a one minute television advertisement and a two minute cinema advertisement. Furthermore, Australian Pork Limited (APL) CEO, Andrew Spencer, will be appearing tonight (Monday 22 October 2012) on the 7pm Project (Channel Ten) regarding this issue.

The campaign targets pork, chicken meat and eggs, and is titled “An end to factory farming: Make it Possible.” APL will be actively promoting the positive differentiation messages around Australian pork, firstly that Australian producers are leading the world in phasing out sow stalls through the ‘Shaping Our Future’ project, the continued push for clearer County of Origin Labelling (CoOL), especially for processed pork in all retail outlets as well as other positive aspects of buying Australian grown pork. As necessary, we will also be refuting the claims of Animals Australia through their “factory farming” messaging and misinformation around pig farming practices. We would encourage the industry to collectively spread the positive messages about supporting Australian farmers and in particular Australian pork farmers.

Thanks to all those producers and stakeholders who got in touch concerning this issue. We would like to reassure the industry that APL is aware of, and well prepared for this campaign.

Key APL Contacts

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