

SYDNEY CLEAR: AUSSIE BACON IS THEIR CHOICE

Sydney commuters today showed that people are prepared to pay a small amount more to support local pig farmers and buy Aussie bacon.

Nine out of 10 people chose Australian bacon rather than the cheaper imported in a bacon and egg roll contest staged in Martin Place this morning as part of Australian Bacon Week.

“Hungry men and women were faced with two bustling barbecue stations offering rolls,” said Australian Pork Limited Chief Executive Officer, Andrew Spencer.

“One side was offering bacon made from 100 per cent Australian pork, while the other offered bacon made from imported pork.

“The result was resounding support for our pork farmers and bacon makers. This shouldn’t be a surprise, as they are hard working people, passionate about what they do in relation to environmental stewardship, animal welfare, biosecurity, food safety and integrity. Australian consumers prefer to know where their food comes from and the high standards our farmers need to meet in an effort to place good quality fresh Australian produce on consumers’ plates.”

The bacon and egg roll cook-off asked commuters to decide if they wanted to buy a roll with Australian bacon for \$2.50 or cheaper imported bacon for \$2.10.

Demand for the Aussie bacon was constant and the results were clear: 1162 rolls with Aussie bacon were sold while 119 with bacon made from imported pork.

“We know that many people are unaware that more than two thirds of bacon sold in Australia is made with imported pork,” Mr Spencer said.

“This exercise proved that people want to know where their food comes from and are willing to spend a few extra cents to support their local farmers.”

Australian Bacon Week runs through until Saturday with people encouraged to get involved by buying Australian bacon, which can be identified in store by the pink PorkMark, the words “Product of Australia” or the Australian Grown Logo.

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