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## CONSUMERS RIB-BED OFF BY CHEAP IMPORTED PORK RIBS

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Pork ribs are a unique dining experience that requires getting down and dirty, but are you getting rib-bed off?

While all fresh pork is Australian, consumers are now being sold ultra-heat treated ribs from the other side of the world, which could be up to two years old.

Australian Pork Limited CEO Andrew Spencer, said many consumers were unaware their pork ribs might not be Australian.

“Pork ribs are a unique dining experience that allows people to cast aside the cutlery, get stuck in and really savour the moment, smothered in smoky barbecue sauce,” Mr Spencer said.

“However, many rib-loving Australians are being rib-bed off. When eating out, some unsuspecting diners are being served up imported and shelf-stable ribs, while in the supermarket some people are picking up pre-cooked ribs from the chiller that come from the other side of the world.

“They usually think they’re buying delicious fresh Australian ribs, but what they’re actually getting is something quite different.”

Imported pork ribs are being sold under a number of different brands into both foodservice and retail.

“We know how delicious pork ribs are and we want people to keep enjoying them, but don’t get rib-bed off,” Mr Spencer said.

“If you’re dining out, ask ‘is this Australian pork?’ If you’re buying pre-prepared ribs, look for the pink square PorkMark logo, which guarantees they’re 100% Australian pork.”

Australian Pork Limited has today kicked off an eight-week campaign to raise consumer awareness about imports, as well as provide a list of restaurants committed to serving 100% Australian Pork.

For more information check out [www.dontgetribbedoff.com.au](http://www.dontgetribbedoff.com.au) and see what some leading chefs think of imports.

## ENDS

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