



MEDIA RELEASE

28 June 2018

COUNTRY OF ORIGIN LABELLING HELPS AUSSIE 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

New Country of Origin Labels are compulsory from 1 July, making it easier for consumers to support Australian farmers, including pig farmers.

The new Country of Origin labels include the Australian Made kangaroo logo, a bar chart indicating percentage of Australian ingredients and a statement of where the product was made.

“The pork industry has been crying out for changes to our labelling laws, because the old ones made it hard to identify Australian products,” said Australian Pork Limited General Manager of Marketing, Peter Haydon.

“While all fresh pork is proudly Australian, imported pork is being used in ham, bacon and some pre-cooked pork products. We’re pleased the Government has changed the labels and hope they will help consumers identify Australian products more easily. However, we encourage them to back the changes with more consumer education about how to read the new labels.

“For example, the kangaroo logo will appear on packaging of products that have only been made in Australia. That’s a problem for the Australian pork industry, because it means ham and bacon made here from imported pork will still have that logo and consumers just glancing at a package will be none-the-wiser.”

The new labelling requirements had a two-year phase in period that ends on 1 July 2018.

“While there was previously some tv advertising on the changes, consumers haven’t really had the new labels explained,” Mr Haydon said.

“I know people who are passionate about buying Australian and supporting our farmers will soon suss them out, but we’re worried most consumers may remain in the dark.

“We encourage people to actively look for the new labels and check out the bar chart and words, rather than just look for the kangaroo. Plus, our famous pink PorkMark will continue to be used on products and guarantees you’re getting pork that’s 100% Australian.”

END

For media enquiries contact:
Katana Smith
Marketing Communications Manager
Ph: 0409 122 556
E: katana.smith@australianpork.com.au