



MEDIA RELEASE

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VICTORIAN PRODUCERS 'PAY IT FORWARD' TO GARNER LOCAL SUPPORT

Victorian pork producers are 'paying it forward' by donating hundreds of kilograms of high-quality pork to not-for-profit organisation FareShare in an effort to feed Victorians currently doing it tough.

FareShare rescues food and fights hunger by cooking and distributing nutritious meals to the people most in need across our community. It operates Australia's largest charity kitchen from Melbourne and with the help of 850 regular volunteers, FareShare cooks 5,000 free meals a day for charities such as soup vans, homeless shelters, women's refuges and community food banks.

As part of the new initiative, Victorian pig farmers will donate approximately 250KG of pork to FareShare, which it will incorporate into approximately 2,000 meals per week, and distribute to the most needy Victorians.

This donation of high-quality, Australian pork will provide those currently experiencing food insecurity with a nutritious, protein-rich meal that would otherwise not be available to them.

The initiative launches in the midst of challenging times for Victoria's pig farmers, who are facing significant oversupply and an unexpected price drop at the farm gate - in many cases below the cost of production.

Farmers are calling on Victorians to get some more pork on their forks to boost demand and reduce the oversupply, asking consumers to simply add fresh and delicious pork to another plate each week.

Victorian Farmers Federation (VFF) Pig Group President, Tim Kingma, said that while the present oversupply of pork was negatively impacting on Victorian pig farmers, many felt compelled to assist those in less fortunate circumstances by redirecting some of their excess pork to those who need it most.

"Our organisation, together with the local processing industry, has decided to donate pork to FareShare to feed Victorians in need," Mr Kingma said.

"As we help those less fortunate, we hope Victorian families will put another serve of pork in their shopping trolley a week. Pork is currently discounted in many supermarkets, so it's a great opportunity to experiment with different cuts of highly nutritious, lean pork and prepare new and different meals for the whole family.

"Not only will you be consuming the highest quality, freshest Australian pork, you will also be supporting Victoria's pig farmers, many of whom are family-owned and operated and have been for many generations," Mr Kingma concluded.

FareShare Head Chef, Chris Mitchison, said with protein being an integral part of a balanced diet it is great to have some top-quality pork.

"Meat casseroles are the first choice of meal for struggling families," said Ms. Mitchison. "The donated pork will improve the quality of our meals and boost the protein content for people who really need it."

The new initiative launches in the midst of challenging times for Victoria's pig farmers, who are currently experiencing significant oversupply as well as an unexpected and dramatic price drop at the farm gate, in many cases below the cost of production.



The more pork Victorians get on their forks, the more it will boost demand and reduce the current oversupply situation pig farmers are experiencing.

For more information on how to incorporate pork into your weekly menu plan and on the new partnership between the VFF and FareShare, please visit <https://www.pork.com.au>

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PORK FAST FACTS

- All fresh pork sold in Australia, is grown in Australia by Australian pig farmers. Whether it is fresh pork chops, roasts, mince or steak, you can be guaranteed that it is from an Australian pig farm.
- Consumers looking to support the Victorian pork industry should purchase fresh product and look for the pink PorkMark logo to identify Australian product.
- Pork is a highly nutritious, lean source of protein. Research suggests that lean pork can improve muscle mass and contributes to an improved metabolic profile.
- Despite the current challenges facing the industry, more Australians are 'putting pork on their fork' than ever before. Pork has grown to become the second-most consumed meat in Australia.
- The pig production sector contributed around \$480M (value added) to the Victorian economy in 2015-16, more than in any other state. The Victorian pig industry also supported more than 3,000 FTE jobs. These jobs generated \$228M in household incomes for Victorian families.