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MEDIA RELEASE

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AUSSIE PIG PRODUCERS SUPPORTING COMMUNITIES THIS CHRISTMAS

Glazed hams and roast pork are synonymous with Christmas and the Australian pig industry is helping spread the Christmas joy.

Around the country, farmers and processors support community initiatives, and in Canberra and Sydney, Australian Pork Limited (APL) is following suit on the industry's behalf.

Yesterday, APL CEO, Margo Andrae, delivered a donation of nine half-leg hams to St Johns Care Community Lunch in Canberra, while today in Sydney, APL staff, NSW Farmers and celebrity chef Colin Fassnidge cooked up Christmas meals at the Salvation Army's Street Level Mission with meat donated by the pork industry.

Ms Andrae said the donations were gifts the pig industry has been making for many years now.

"Aussie pig farmers are a big part of their communities and are grateful for the ongoing support by those who rally behind the industry by buying our beautiful, delicious pork products," Ms Andrae said.

"We know the holidays can be quite isolating and stressful for some people. That's why it is important that we give back and support great events like the lunch held at St John's on Christmas day and the Christmas meals prepared by the Salvation Army in Sydney."

For the Salvation Army Christmas lunch today and another tomorrow, Bertocchi Smallgoods donated ham, BE Campbell provided fresh pork and the Tender Gourmet Butchery provided sausages and bacon.

Ms Andrae dropped the hams off at St John's Care and was given a behind-the-scenes tour of the preparation for the Christmas Day Community Lunch, which is held in the Church Hall commencing at noon on Christmas Day. The lunch is for anyone and everyone, to make sure that no one has to spend Christmas Day alone.

"Hopefully this help make someone's day a little brighter this Christmas and ensures they have some fantastic Aussie pork on their forks too," Ms Andrae said.

Ms Andrae said producers and processors had also made other charitable donations, to support their communities during the festive season. Community groups have also used Australian hams to raise money for their causes through annual ham raffles.

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