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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 in Canberra, donating 9 half leg hams to the St Johns Care Community Lunch in Reid, ACT.

Australian Pork Limited CEO Margo Andrae dropped by St Johns in Reid to make the donation, a gift the pig industry has been giving 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.

“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 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. Last year the event hosted 260 people, with attendance expected to increase to 350 people this year.

St John’s Care relies on donations from the community to help build up people in the community experiencing hardship in a non-judgemental manner with dignity and respect. For more information on the lunch, please ring St John’s Care on 6248 7771.

Around the country, farmers and processors support community initiatives similar to this, and Australian Pork Limited (APL) undertakes this activity on the industry’s behalf. Today, APL staff, NSW Farmers and celebrity chef Colin Fassnidge helped cook Christmas meals at the Sydney Salvation Army’s Street Level Mission cooking up Christmas meals from meat donated by the pork industry.

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.

Photos of the donation are attached. Interviews with APL CEO Margo Andrae are available on request.

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