

# Oritain Bacon and Ham Traceback Project



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## Problem

To ensure that Australian pork products continue to have positive consumer perception and high food safety and quality, it is important to protect the industry from fraudulent Australian country-of-origin labelling claims. It is important to have a cost-effective system to verify the country-of-origin claims for Australian ham and bacon.

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## Project

Oritain's traceability program was identified as a cost-effective system for verifying the CoOL claims for bacon and ham. This project conducted 72 tracebacks of ham and bacon products across an array of retail outlets, brands and areas of multiple states.



## Value for Industry

Verifying the country-of-origin claims for small goods labeled as being made in Australia using Australian pork, reduces the risk of any fraudulent claims being made on products containing pork from any other countries. The importance of this is underpinned by food fraud and origin substitution issues recently reported in the UK where fraudulent country of origin claims were identified in pork products. Traceability systems protect the reputation and provenance of Australian pork products being of high quality, this ensures that the premium received for Australian pork products remains in the Australian pork industry and encourages confidence for consumers to purchase small goods made with Australian Pork. The Oritain traceability program has provided a cost effective, preventative measure to protect the Australian pork industry.



## Outcomes

This project has successfully been able to identify and confirm country of origin for a variety of pork small goods. The tested samples were collected across a variety of brands, retail outlets, and states. All 72 samples that were tested were confirmed as being made with pork of Australian origin and confirmed that all were correctly labelled for CoOL.

The high-quality verification of country-of-origin claims on Australian pork products confirms that products labelled as being of Australian origin are found to be manufactured using Australian pork. This supports the industry's goal to increase the percentage of small goods of Australian origin consumed across the nation by giving consumers confidence that Australian pork products are high quality, ethically produced and environmentally sustainable products.

The Oritain and APL In-market auditing program and improvement of the existing baseline dataset not only provides a means of detecting and deterring fraudulent activity but introduces a robust method of detecting mislabelling or processing issues within the supply chain. This provides the opportunity to communicate outcomes to all participants within the supply chain and may influence more compliance and care from the production process right through to the end consumer product.

### More information

For a copy of the report, contact the APL Extension Team via [extension@australianpork.com.au](mailto:extension@australianpork.com.au)

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