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COUNTRY OF ORIGIN WIN FOR PORK PRODUCERS

Labelling unpackaged pork and pork products with country of origin offers consumers a real choice for the first time, while offering producers a real opportunity to prove once and for all that locally produced pork is superior and preferred.

According to WA Pork Producers' Association (WAPPA) President, Graeme Dent of Cuballing, delicatessen cabinets will now offer shoppers a choice to buy local or not.

“The new Government direction to Food Standards Australia New Zealand (FSANZ) that unpackaged product show specific country of origin, rather than just that it was imported, means shoppers will, for the first time, be able to deliberately choose to support locally grown and processed pork.

“With more than half of all processed pork products sold in Australia now coming from imported pigmeat, the public simply had to have choice and producers simply had to have a point of differentiation.

“This, of course, doesn't come without responsibility, with local pork producers ready, willing and able to commit to producing a superior, quality assured product, grown in a sustainable and responsible manner,” Mr Dent said.

FSANZ also agreed requirements under the Trade Practices Act regarding describing imported product as 'Made in Australia' or 'Product of Australia' were deficient.

The Ministerial Council has announced it will seek the co-operation of the Federal Treasurer to review changes needed to give consumers more accurate information, particularly with regard to Australian processed and packaged foreign goods.

Federal Agriculture Minister, Peter McGauran, when announcing the new country of origin labelling laws, congratulated farmers who had worked so hard to keep the issue at the forefront of the political agenda.

According to Mr Dent, pork producers and their representatives, including WAPPA and Australian Pork Limited can justifiably accept plenty of credit for the changes.

“We lobbied hard because we know our locally grown pork deserves to be recognised for its superior quality and the public deserves the right to choose,” he said.

It must be noted that all fresh pork sold in Australia is grown in Australia.

www.wappa.com.au

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