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## Victoria gets first bite of HomeGrown

Australia's pork industry has hailed the official launch of the 'Australian HomeGrown' campaign in Victoria today as a great day for Australian farmers and consumers.

In speaking at a Coles Supermarket in Melbourne where Federal Minister for Agriculture Warren Truss launched the campaign, Australian Pork Limited (APL) CEO John Cook said Australian HomeGrown produce gave all Australians a reason to celebrate the goodness of Australia.

"Today is an important first step in bringing HomeGrown to Australian consumers. There are many things we should celebrate in this country. The goodness of the food produced by Australian farmers is one of them.

"We know consumers want to buy Australian, but in the past the point of distinction has not been clearly evident on our supermarket shelves. HomeGrown provides that distinction. Consumers now have the guarantee that any food product bearing the HomeGrown logo is 100 per cent Australian."

Mr Cook said the pork industry was proud of the role it had played in developing the HomeGrown concept, but stated the launch would not have been possible without the support of Minister Truss and Coles.

"The Minister has been a strong believer of the HomeGrown concept right from the start when APL first approached him about problems associated with country of origin food labelling laws.

"The simple fact is without the Minister's support, HomeGrown would never have gotten off the ground. As a result of that support, the Australian Government agreed to provide initial funding of \$500,000 for HomeGrown's first launch in Victoria today.

"With the support of Australian consumers, the Government has committed a further \$3.5 million in funding (to be matched by industry) over the next two years to expand HomeGrown's coverage nationally.

"We hope HomeGrown goes on to fulfill the expectations and benefits we see it providing for consumers and farmers at the commercial/retail interface and to that end we are grateful to Coles for allowing their Victorian customers to be the first to enjoy an 'Australian HomeGrown' shopping experience."

Further information on the Australian HomeGrown initiative is available from Australian HomeGrown Limited: Tel: (03) 9600 4464; Email: [info@australianhomegrown.com.au](mailto:info@australianhomegrown.com.au), or from its web site: [www.australianhomegrown.com.au](http://www.australianhomegrown.com.au)