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Stock up on diced pork – new price survey

Stock up on diced pork is the message from New Zealand Pork. This is on the back of a recent meat retail pricing survey. The New Zealand Pork commissioned survey compared 28 meat cuts across 17 stores in the Waikato and Auckland area updating analysis carried out in April.

“Diced pork showed a massive difference to other meats” says New Zealand Pork CEO Sam Mclvor. “It was \$3.60/kg less than beef, \$3.97/kg less than lamb and a colossal \$5.83/kg less than chicken.”

The survey compared everyday prices, across equivalent cuts for the four main meats, pork, beef, lamb and chicken. “Everything has risen but pork is still the best value everyday meal option” says Mclvor. “It’s ironic because previous research commissioned with Nielsen in June 2008 showed that people perceived pork as expensive. Our April and October price surveys blow those perceptions out of the water”.

Other key results from the survey show:

- Pork chops had the biggest contrast with lamb equivalents, loin chops being \$2.60/kg less and shoulder chops a massive \$4.38 less
- Trim Pork mince is on average \$4kg less than the beef equivalent
- Roasts are \$3kg less than beef and \$2.70/kg less than lamb
- Trim Pork steaks \$1.30kg less than beef and 70 cents/kg less than boneless chicken
- Schnitzels and Stir Fry pork had actually dropped in price and were more than \$1kg less than chicken and beef equivalents.

When compared to the April 2008 survey, pork has gone up \$1.07/kg when averaged across the cuts, this compares to beef which has risen \$2.63/kg and lamb \$2.37/kg. Chicken has risen \$0.58/kg but still averaged \$2kg more than pork across all cuts.

“Though tough on consumers, pork producers are extremely relieved with the price rises” says Mclvor. “Pork producers were losing substantial amounts of money; some were exiting the industry, but with the recent rises are now close to breakeven. More rises are required for acceptable profits but this latest survey provides assurance that pork will retain its position as the best value meat”.

Ends

Stores surveyed: Woolworths (in-store and online), Foodtown, New World, The Mad Butcher, Countdown, Pak’nSave, Warehouse Mega and Meat Cuisine online.

- **New Zealand Pork is the operating name for the New Zealand Pork Industry Board**
- **Contact Sam Mclvor, New Zealand Pork CEO on 029 43 88 222**
- **Pork photos and a photo of Sam Mclvor are available from info@pork.co.nz**
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