

MediaRelease

New Zealand
PORK

FOR IMMEDIATE RELEASE

24 February 2009

Jamie doesn't need to save our bacon

On 24th February 2009 at 8.30pm, TV1 screens Jamie saves our bacon, a self-described "headline grabbing special" on the pork trade in Britain. In the interests of objectivity, you should know the similarities and differences that exist between New Zealand and British pork production.

Inferior imports

Like their British counterparts, New Zealand consumers are being served a barrel-load of imported pork that falls below the standards of locally produced pork. Last year more than 700,000kgs of pork was imported every week to be made mainly into bacon, ham and smallgoods. This is around 40% of NZ consumption.

Animal welfare

The New Zealand pork industry operates under a government enacted code of welfare. Additionally it has a multi-point programme that focuses on welfare compliance monitoring, welfare seminars, workshops and training, and international consultation on best practice housing, management and welfare practices. An industry support network ensures any welfare issues are quickly remedied.

Consumers want local pork

Consumer power is at work, too. We regularly survey consumers and they tell us they want to buy NZ Pork. Butchers confirm a strong demand for New Zealand-grown bacon and ham. So much so that almost all bacon manufacturers now have a 100% New Zealand Bacon brand. We encourage NZ consumers to get behind local producers.

- More than 95 per cent of fresh pork sold at retail is New Zealand-grown.
- About three quarters of the bacon sold at retail is made from imported product.
- As in Britain about 50% of our pigs are bred in free range systems.
- As in Britain, New Zealand farmers do not castrate pigs.
- To know they are getting home-grown product pork lovers should look for the 100% New Zealand Pork, Bacon and Ham labels.

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