

R&D Snapshot

PorkMark Program – Compliance Assessment

Investigator: Prof Garry Lee, TSW Analytical Pty Ltd

Purpose:

- Investigate the application of APL's Physi-Trace technology to assess country of origin labelling claims on processed pork, with particular interest in the difference in assessing processed product compared to fresh due to the manufacturing process
- Support APL's PorkMark licensing program which facilitates use of the pink "Australian Pork" logo on fresh and processed product containing 100% Australian pork
- Ham and bacon samples from supermarkets and butchers in three states, containing a range of label claims including PorkMark, were investigated.

Take home messages:

- Physi-Trace can be used to classify samples of processed pork back to their country of origin classes
- While some samples were inconsistent with their label claims, all PorkMark branded product tested in this survey were found to be compliant with APL's PorkMark usage requirements
- Producers and processors benefit from differentiation provided by applying the PorkMark
- There are approximately 380 PorkMark licensees.

Additional information:

- Contact Bill Salter at bill.salter@australianpork.com.au or 0419 834 900 for information on the R&D project
- Contact Martin Carr at martin.carr@australianpork.com.au or 02 6270 8840 for information on the PorkMark program.

