

Rural and Regional Affairs and Transport Committee
ANSWERS TO QUESTIONS ON NOTICE
Budget Estimates May 2012
Agriculture, Fisheries and Forestry

Question: 110

Division/Agency: Agricultural Productivity Division/Australian Pork Limited

Topic: Success of ‘Put Pork on Your Fork’ campaign

Proof Hansard page: 97 (22/05/2012)

Senator STERLE asked:

CHAIR: Are you responsible for the ‘Put Pork on Your Fork!’ campaign?

Mr Spencer: We are responsible for that campaign, yes.

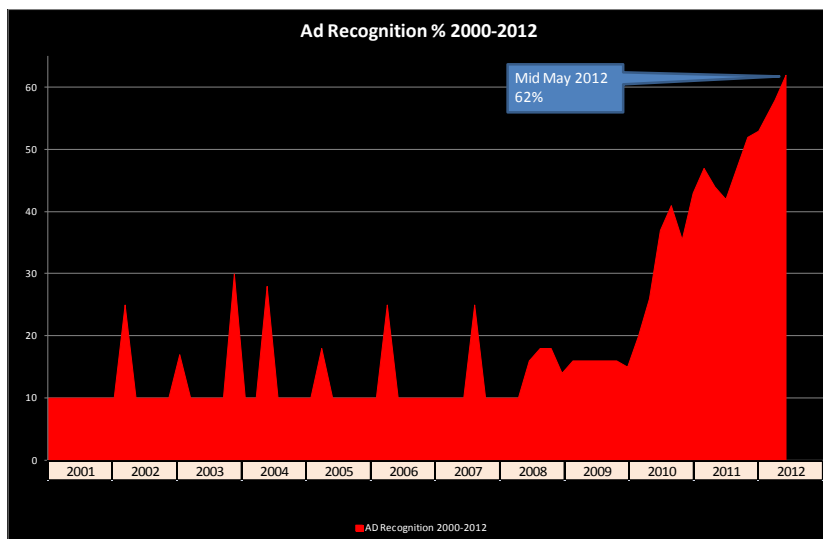
CHAIR: Just very quickly, how successful has it been?

Mr Spencer: It has been very successful. We have been tracking awareness of that general campaign and we have been correlating that to the increased market share. There is a very close correlation, so that means the advertising works.

CHAIR: It would be great if you could provide whatever information you have to the committee. We would appreciate that

Answer:

The “Get some pork on your fork” advertisements were re-introduced (with new executions) in February 2010. The graph below highlights the marked increase in recognition in 2010 by Australians of APL’s “Get some pork on your fork” television and radio advertisements and how that compares against the period 2000–12.



Over the period 2010–12 of the current campaign, APL has concluded that demand for fresh pork has grown as both volume sales to consumers and price per kilo paid by consumers has risen. In addition, pork consumer price relative to other meats has also risen.