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Sunrise viewers put grilled pork on their forks

The NSW Farmers' Association has demonstrated its support for the Australian pork industry today, appearing on morning television to reiterate to consumers that Australian pork is safe to eat.

Representatives from Australian Pork Limited and the NSW Farmers' Association, including President Jock Laurie and Pork Committee representatives Mal Gett and Dugald Walker, hosted a pork barbeque for Channel Seven's Sunrise program today, with viewers in Martin Place receiving a tasty surprise breakfast.

NSW Farmers' Association Pork Committee Chair Mal Gett praised the support of the program in showcasing Australian pork.

"We estimate that some 800 people had the opportunity to taste the best in Australian pork this morning, with over 100 kilograms of fresh pork products, including bacon, sausages and steaks consumed," Mr Gett said.

"This was a wonderful opportunity to spread the word about 'clean and green' Australian pork in the wake of the Influenza A-H1N1 virus outbreak, previously known as swine flu.

"As we have said previously, and as Mel, Kochie and the Sunrise team said today, this virus is not a food safety issue, and consumers cannot contract it from eating pork.

"Australian consumers should feel confident in eating Australian pork, and with Mother's Day just around the corner, we are encouraging all Australians to eat pork this weekend," Mr Gett said.

Today's barbeque was an initiative of Sunrise, the NSW Farmers' Association and Australian Pork Limited, with support from generous donors, including Murray Valley Pork, Newland Foods and Dick Stone Meats. Chef Nino Zoccali, head chef and owner of Pendolino's Restaurant, also volunteered his time and expertise.

"We would like to thank all of the generous supporters who made this morning's breakfast barbeque possible, and Mel, Kochie and the Sunrise team for highlighting the importance of this issue," Mr Gett concluded.

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