

Even more West Australian produce heading to Woolies' shelves

Retailer continues support of WA Government's 'buy west eat best' program

Friday 3 July 2009: Acting Director General of the Department of Agriculture and Food, Malcolm Goff, will officially launch a new range of West Australian sourced delicatessen ham this morning - to be exclusively stocked at Woolworths.

The delicious new honey ham off the bone is supplied by WA smallgoods provider D'Orsogna and is part of Woolworths' continued commitment to the WA food industry. The product will carry the 'buy west eat best' logo so customers can identify its origin.

Mr Goff has also shown his support of the new pork product saying, "It's gratifying to see that it is now even easier for the people of Western Australia to help sustain the local farming community with this new range of food grown right here in our State, by our farmers.

"The 'buy west eat best' logo is a valuable tool helping shoppers identify those products which are directly helping protect livelihoods in Western Australia.

"It is encouraging to witness the support Woolworths has shown for West Australian farmers and growers. Their decision to stock the D'Orsogna's honey ham off the bone is testament to this."

D'Orsogna honey ham off the bone is manufactured from 100 percent Western Australian pork legs.

The premium quality semi-boneless ham is traditionally cured and naturally wood-smoked to a traditional family recipe. It is then infused with natural honey.

Managing Director of D'Orsogna Smallgoods, Brad Thomason, said, "We're very pleased to be working with Woolworths to bring this quality West Australian ham to the kitchens of people all over the state.

"Along with Woolies we're very proud to be supporting WA product sourced from growers in the mid-west and south-west regions of WA."

Currently, 90 percent of fresh meat in WA Woolworths stores is grown and sourced from WA.

Woolworths is a founder partner of the WA Government's 'buy west eat best' program which provides shoppers with a clear method of identifying produce grown and manufactured in Western Australia. Customers can easily identify WA produce in Woolworths stores and in the popular supermarket catalogues by looking for the 'buy west eat best' logo.

Brad Bolin, Woolworths WA Regional Manager, said, "We are proud to be the first supermarket to stock such a high quality West Australian product.

Mr Bolin added, "Whether it is meat, fruit or veggies, we are continually seeking to offer a wide selection of good value WA products to our customers."

D'Orsogna honey ham off the bone is available right now from the deli counters in WA Woolworths stores, and from the end of July in Woolworths and Safeway stores in New South Wales and Victoria.

Media call

What: Official launch of D'Orsogna West Australian honey ham off the bone – exclusively at Woolworths
Who: Malcolm Goff, Acting Director General of the Department of Agriculture and Food
Brad Bolin, Woolworths Western Australia Regional Manager
Brad Thomason, Managing Director of D'Orsogna Smallgoods
When: 11am, Friday 3 July 2009
Where: Woolworths, 100 St Georges Terrace, Perth, WA 6000

One-on-one interviews and photo opportunities and photo opportunities are available.

For further information please contact the **Woolworths Press Office** on (02) 8885 1033.

NOTES:

- Woolworths has 82 stores in WA with the first store in WA opening in 1928 in Perth's Hay Street.
- Honey ham off the bone comes to customers courtesy of a long line of Italian heritage and Australian tradition at D'Orsogna Smallgoods.
- D'Orsogna is an iconic company that has provided West Australians with high quality meat and deli products for since 1949. The D'Orsogna family has been supplying Woolworths with truly first class fermented and continental meats, hams and bacon for half a century.

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