



01 December 2009

Dear Customer,

Following recent adverse industry publicity we wish to clarify the origin of our pork and our direction and philosophy on animal welfare and country of origin labelling.

As a responsible manufacturer we are dedicated to ensuring that we source our hams from farms that meet and exceed all existing animal husbandry and welfare codes and maintain the highest possible animal welfare standards.

Our hams are sourced from New Zealand, Australia, North America and Scandinavia. The farms use shed farming, and are either sow stall free or use stalls for a maximum of 4 weeks following mating only. Where sow stalls are used we have expressed our concerns and preference that these be removed. We understand that due to the investment required this cannot happen immediately and that there are already timeframes in place for these and other legislative changes to be made. We have communicated our wish to see these changes enforced sooner wherever possible.

While our preference is to always purchase New Zealand pork at times we must also import from the countries mentioned above in order to meet our strict criteria which assesses animal welfare, quality, cost and ease of access.

We support all efforts to increase the information available to consumers as to the origin of their food and support country of origin labelling. We welcome the opportunity to work with the relevant industry bodies to ensure it can be implemented effectively and managed efficiently in a way that does not add cost to the end products for consumers.

We are committed to working with the industry to increase animal welfare standards and to maintain open communication with our customers. Thank you for your interest and support of Goulds Fine Foods.

Regards,

General Manager, Goulds Fine Foods

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