



Pork industry & Gov. committed to protecting Australia's 'clean from disease' reputation

AUSTRALIA - The need to keep our country free from emergency diseases such as: Classical Swine Fever, PRRS, PMWS, foot-and-mouth disease, BSE and Avian influenza has drawn commitments from State and Federal Governments and agricultural bodies to collaborate on protecting Australia's 'clean from disease' reputation.

In a series of initiatives including training, simulations, hotlines and awareness campaigns, implemented on behalf of the Australian Government, State Departments of Primary Industry and livestock industry groups by Animal Health Australia, producers are being provided with the skills and resources to minimise the risk of an emergency disease outbreak.

A key campaign being implemented by Animal Health Australia to assist in emergency animal disease preparedness is the Protect Australian Livestock Campaign which runs in parallel with industry's own biosecurity plans.

"As an active and concerned livestock representative body, we wholeheartedly support the Protect Australian Livestock Campaign," says Australian Pork Limited, Acting CEO, Dr Paul Higgins.

"Biosecurity preparedness is at the cornerstone of our industry's commercial viability, so we are very pleased to support this campaign and we remain vigilant to our own industry-specific measures to help preserve the high standards of pork health," said Dr Higgins.

Thirteen livestock industry members have worked with Animal Health Australia to develop awareness raising materials to ensure our reputation for healthy and disease-free animals.

These 13 members also have industry specific biosecurity plans which outline management practice for producers to follow. Through the Protect Australian Livestock Campaign, Animal Health Australia has summarised this information and provided promotional materials for the various livestock industries.

"The key message is if you notice unusual disease symptoms, abnormal behaviour or unexpected deaths in your stock, immediately call your veterinarian, stock inspector, or the Emergency Disease Watch Hotline on 1800 675 888," said Animal Health Australia's Manager, Communications and Member Services, Jamie Penrose.

The materials will be distributed to more than 50,000 livestock producers via field days, events, member activities and training programs throughout Australia. If you have a relevant event and would like materials to distribute to producers they can be ordered by emailing: jane.mcbride@aahc.com.au. The materials can also be viewed at www.aahc.com.au/palc/materials/index.htm

Animal Health Australia's Protect Australian Livestock Campaign is the most comprehensive livestock producer awareness program in the country. Working with government and industry members, the Protect Australian Livestock Campaign encourages livestock producers who see any suspicious signs in their animals to 'Look. Check. Ask a Vet', or to telephone the Emergency Disease Watch Hotline on 1800 675 888.