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WAPPA WORKING ON RIGHT RECIPE FOR ‘PORK TO FORK’

Agreement by producers, processors and marketers that acting on consumer feedback and educating them how to correctly handle and cook pork emerged from a pork eating quality workshop hosted by the WA Pork Producers’ Association (WAPPA).

A focus of the Association’s third general meeting for 2002, held at Pastoral House, it featured presentations by key stakeholders, before being debated by 50 attendees.

Dr Darryl D’Souza of the Department of Agriculture, whose meat eating quality research and development, particularly with WA processors supplying Singapore, has been highly acclaimed, suggested the industry must adopt consumer focused alliances.

Dr Chris Brennan, whose Select Pork was the first pork alliance branded product to successfully break into a highly competitive national supermarket chain, said the criteria for producers supplying the alliance had to be strict to ensure quality was met.

Standards covered such criteria as weight, backfat, quality assurance (QA), genetics and production environment (part of pig growing cycle must be on straw).

Joe Coelho of Watsonia said successfully marketing fresh pork to Singapore was all about continuous improvement and the company was currently looking at helping its Singapore alliance partners with QA and cold chain management procedures.

Ron Penn of PPC, another WA exporter of fresh pork to Singapore, said a good supply base, capable of supplying a consistent product was vital. PPC shares costs with its growers on some quality compliance areas. Helping achieve the right level of carcass and eating quality consistency for PPC was that up to 90 per cent of pigs it processed for Singapore were bred from one genotype.

Alison Vigne, who has marketed pork and educated WA consumers about correct cooking and handling techniques for 13 years, mostly in supermarkets, explained the new ‘Cook it right’ and ‘Porksafes’ campaigns conducted by Australian Pork Ltd. She said the myth that pork had to be very well cooked needed to be debunked to improve eating quality.

Recognising that all members of the pork supply chain had to work together to satisfy consumer desire for tasty, flavoursome, safe eating experiences, WAPPA President, Ken Boughton introduced debate on why WAPPA should consider further embracing members of the chain beyond the farmgate, including processors and retailers.

“Essentially, every producer wants to be part of a viable, cost competitive industry which produces a quality pig that is in demand by export and domestic markets.”

One of the strategies WAPPA was considering to better engage all industry stakeholders was a name change to WA Pork Association (WAPA).

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**Authorised by WAPPA and issued on its behalf by Brendon Cant & Assoc., Tel 08 9385 7779
MEDIA CONTACT: Ken Boughton, Mobile 0417 985 661**

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