

## **WAPPA MEDIA RELEASE – July 11, 2002**

### **QUALITY EATING ON WAPPA MENU**

WA pork producers keen to direct and control tough new measures to guarantee the eating quality of local produce should attend the WA Pork Producers' Association (WAPPA) general meeting at Muresk Hall, Northam, on Friday, July 26.

Recognising that WAPPA's last general meeting agreed pork eating quality was the responsibility of the entire supply chain, President Ken Boughton hopes this meeting will identify and agree on management options to regulate that quality.

“As with all things, half the job is recognising an issue exists, but WA's progressive producers and processors are prepared to act now and tackle eating quality head on. However, producers around the state should be aware that this will be a collective move forward and those who aren't a part of that will risk being left behind,” he said.

WAPPA's attempt to drive quality objectives through agreed, standard practice, such as breeding for intra-muscular fat for superior eating quality could re-unite and invigorate the industry behind a producer driven initiative.

According to Mr Boughton, all producers wanted to be part of a vibrant and profitable industry which consistently produced quality pigs for export and domestic markets.

To help capitalise on improving production systems, the general meeting will also discuss WAPPA's potential role as a facilitator to encourage and support producer alliances in WA to match the successes enjoyed by eastern states producer alliances, such as the Victorian Pork Alliance and Grenfell Marketing Group.

“Alliances allow producers to pool resources and production potential to gain marketing clout and drive economies of scale,” Mr Boughton explained.

“If producers want to form such alliances and are ready to do so, WAPPA is prepared to assist them with some facilitation.”

A motion put to an earlier WAPPA meeting will be discussed at the July 26 meeting. The proposer of the motion -- to fund the Australian Pork Industry Quality (APIQ) program audit fees from a fee for service administered by the Agricultural Produce Commission -- believes such financial support would encourage more producers to become involved in the program.

According to Mr Boughton, WAPPA Executive would like to see wider discussion on entry barriers to the APIQ program and how these might be overcome. APIQ WA co-ordinator, John Bodycoat, will participate in this discussion.

For further information about the general meeting, contact WAPPA Executive Officer, Lea Newing, Tel 9479 7315