

WAPPA MEDIA RELEASE – September 5, 2002

WAPPA WEBSITE LAUNCHED ON BACK OF BUOYANT PORK EXPORTS

Welcoming news that Australia's farmed pigmeat exports for the year ended July had jumped 40 per cent to \$260 million, the West Australian Pork Producers' Association (WAPPA) has launched its website www.wappa.com.au

Announcing the user-friendly site, WAPPA President, Ken Boughton, said a worldwide web presence was an essential tool for any producer organisation.

“On top of our responsibility to inform, educate and lobby, we have a clear mandate to initiate marketing activities which will help tap new markets worldwide.”

Mr Boughton added that the website, designed and constructed by Daniel Hutchinson of Agni Professional Services, complemented other recent WAPPA marketing initiatives, including proposed workshops on alliancing and branding to assist producers interested in establishing branded alliances to value add their product.

Regular postings to www.wappa.com.au include WAPPA media releases, WAPPA Pork Yarns, the Association's quarterly newsletter, fabulous pork recipes from Daph Kavanagh of Australian Pork Limited (APL), details of courses run by the WA Pork Industry Training and Extension Centre (WAPITEC) and links to other useful sites.

WA producers wanting 'live' updates on leading industry bodies such as APL and WAPITEC are urged to attend WAPPA's general meeting at Fremantle's Esplanade Hotel on Friday, September 20.

At that meeting, which immediately follows WAPPA's annual general meeting at 2pm, WAPITEC Chairman, Dr Bruce Mullan, will report on industry training and APL Director, Dr Rob Wilson, will inform producers of the latest pig research and development and pork marketing breakthroughs. APL General Managers Terry Brown (Marketing) and Kathleen Plowman (Policy) will also address the meeting.

Paul Frapple of the Department of Agriculture will discuss trade and development issues, including proposed investments in WA by overseas pork producers, and Australian Pork Industry Quality program co-ordinator John Bodycoat will be available to brief those producers not yet with QA programs in place.

Mr Boughton said controversial right to farm legislation and its impact on producers would be debated and an action plan developed for submission to government.

“If we lose the right to farm, then our efforts on the training, capacity building, R&D, marketing and QA fronts go down the drain, so it's a vital issue for everyone.”

All producers and industry stakeholders are invited to WAPPA's annual industry dinner, which will be held at the Esplanade, on Friday, September 20, commencing with pre-dinner drinks at 6.30pm. For bookings, contact WAPPA, Tel 9479 7315.

Guest speaker is entertaining Murdoch University veterinarian, Dr Ross Buddle.

Mr Boughton thanked the dinner sponsors for helping keep the cost to \$45 per person: D'Orsogna, PIC, Portec, PPC, Watsonia, Wesfeeds, CSL, Intervet, Alltech, Milne Feeds, Alharma and Kings Choice.

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