

**WAPPA MEDIA RELEASE – September 24, 2002**

**NEW ‘BLOOD’ ON WAPPA EXECUTIVE**

Keith Ashton, ‘Kadina’, Kojonup has replaced Liam Flanagan, Great Southern Pig Company, Albany, on the WA Pork Producers’ Association (WAPPA) Executive.

Mr Ashton joins Ken Boughton, Westpork, Stuart Coole, ‘Quanta’, Boyup Brook, John Bell, PPC and Anne Graham, ‘Pindari’, Pinjarra.

After several years on the Executive, including a term as President, Mr Flanagan has retired, but will continue to represent WAPPA, along with Chris Brennan, Agripork and Neil Ferguson, Westpork, on Pork Training WA, formerly WAPITEC.

WAPPA’s annual general meeting, at The Esplanade Hotel, Fremantle, on Friday, September 20, was attended by 35 producers, processors and industry stakeholders.

A general meeting, held immediately after the AGM, was addressed by Australian Pork Limited (APL) senior managers Kathleen Plowman and Terry Brown.

Ms Plowman said APL had identified security of feedstuff supply and animal welfare as two of the most important issues facing the pork industry.

For this reason, strategies were being developed to improve feed efficiency, risk management and market information and also to promote pork production as animal welfare responsible and friendly.

Mr Brown, who manages APL’s domestic and export marketing, said he expected pork exports to Singapore would climb from 28,000 tonnes per annum to 40,000t by June 2005. He also forecast an increase in exports to Japan -- from 10,000t to 35,000t.

Consumers, the food service sector and the medical profession were three key targets to help increase domestic pork consumption, which had been fairly static recently.

Efforts by APL’s ‘Cook It Right’ campaign, which, among other things, advised consumers that there was no need to over cook pork, had been undermined by some members of the medical profession who continued to propagate myths about pork.

A new record for exports of farmed Australian pigmeat was set in July (6000t, valued at \$25.5 million), with the Japanese market up 32 per cent on the previous month.

WA Department of Agriculture has just co-ordinated a visit to WA by Taiwan’s largest sausage maker, Black Bridge Foods Corporation and next month has arranged an investment mission by Japanese farmers and food processors.

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Seven UK pig farming families and 10 from Denmark will visit WA in October and November to assess investment opportunities and study the pig supply chain.

WAPPA President, Ken Boughton, who earlier this year participated in overseas forums in the UK and Europe, to promote WA as an attractive investment location for existing piggery operators, said such visits were helping 'mature' the industry in WA.

WAPPA's annual industry dinner, also held at The Esplanade on Friday, was attended by 120 people. Guest speaker was Murdoch University veterinarian Dr Ross Buddle.

Dinner sponsors were D'Orsogna, PIC, Portec, PPC, Watsonia, Wesfeeds, CSL, Intervet, Alltech, Milne Feeds, Alpharma and Kings Choice.

[www.wappa.com.au](http://www.wappa.com.au)

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