



WAPPA MEDIA RELEASE – June 10, 2004

WAPPA APPOINTS NEW EXECUTIVE OFFICER

Russell Cox is the new Executive Officer of the WA Pork Producers' Association (WAPPA), replacing David McFerran, who now works for the Meat Industry Authority on the relocation of the Midland saleyards.

Announcing the appointment, WAPPA President and Boyup Brook producer Stuart Coole said extensive managerial experience and a wide range of skills made Mr Cox the preferred applicant in a strong field.

“WAPPA looks forward to moving to yet another level, with Russell’s understanding of management, business development, communications and corporate governance sure to serve WAPPA well.

“A key aspect of the position is to lobby government and industry on behalf of producers, and Russell’s experience working in a political environment, on the staff of a former Federal Minister, gives him an ideal background.”

Mr Cox’s extensive managerial experience includes employment as Executive Manager – WA, of the Australian Kidney Foundation, General Manager of the Swan Districts and Claremont Football Clubs and inaugural Football Manager of the West Coast Eagles.

Commencing at WAPPA on June 8, Mr Cox said his enthusiasm would engender enthusiasm in others.

“My experience in a broad range of disciplines will allow me to understand issues facing the pork industry, and I look forward to tackling the challenges this represents.”

The controversial pigmeat Import Risk Analysis, rationalisation in the production sector, import levies and country of origin labelling are just some of the issues confronting WA pork producers.

WA’s 360 pork producers contribute \$112 million in annual gross value of production (farm-gate), and help generate direct and indirect employment for nearly 3000 people.

Producers will have the opportunity to meet Mr Cox at WAPPA’s next General Meeting, Friday, June 18, at the Comfort Inn Bel Eyre, 285 Great Eastern Highway, Belmont, commencing at 10.30am.

www.wappa.com.au

**Authorised by WAPPA and issued on its behalf by Brendon Cant & Assoc., Tel 08 9385 7779
MEDIA CONTACTS: Russell Cox, Executive Officer, Tel 08 9479 7315,
or Stuart Coole, President Tel 9767 3076 or Mob 0427 230759**