



MEDIA RELEASE -- 31/10/07

### **NEW PORK BONING LINE OPENED AT PPC LINLEY VALLEY**

WA Minister for Agriculture and Food, Kim Chance, today officially opened a new \$4 million pork boning line at the Wooroloo works of PPC Linley Valley Fresh.

“This new pork boning line is yet another example of the Craig Mostyn Group’s commitment to producing high quality products,” Mr Chance said.

“In the globally competitive marketplace for food and agricultural produce, this type of forward thinking and attention to meeting the demands of customers will be critical if WA companies are to maintain their hard earned export successes against strong international competition.

“The establishment of this new pork boning line, which incorporates best practice techniques and the latest pig processing technologies, is another step in ensuring the WA pork processing sector is internationally competitive,” Mr Chance said.

Welcoming the Minister and about 40 management and guests, Craig Mostyn Group Board Chairman, Jim Kennedy, agreed, saying the investment was another indication of Craig Mostyn's commitment to the pork industry in WA.

"The recent Northam Shire Council decision to reject the proposed development at El Caballo, adjacent to our Wooroloo plant, is recognition that Craig Mostyn has a significant position in the industry now and for many years to come," Mr Kennedy said.

"This new technology, imported from Iceland, allows PPC to deliver traceability of product from farm to plate, which allows our customers to deliver premium quality product to consumers."

Mr Kennedy added that worker safety was another key driver of any new fit-out and he was therefore delighted that on the occasion of the commissioning and opening of the new boning line, Minister Chance was also able to present an award to PPC staff, acknowledging 12 months of no lost time injury days.

PPC General Manager, Ron Penn, said a key feature of the new processing system was the ability to track pork products from farm to plate.

## **PPC -2-**

“Labelling information will detail the farm the meat was sourced from, the date of processing and the individual who prepared the product,” he said.

PPC is the number one fresh pork producer in WA and one of Australia’s major pork exporters.

“The new boning line system will enable PPC to process higher volumes, improve yield and expand the workforce and product range,” Mr Penn said.

**[www.craigmostyn.com.au](http://www.craigmostyn.com.au)**

**Authorised by ‘PPC Linley Valley Fresh’ and issued on its behalf by  
Brendon Cant & Associates, Tel 08 9384 1122**

**MEDIA CONTACT: Ron Penn, Tel 08 9573 1300 or Mobile 0418 906 278**



Craig Mostyn Group Chairman Jim Kennedy presents an award to PPC staff Sue Steele and Jo Barker, acknowledging 12 months of no lost time injury days at the company's Wooroloo works.



Craig Mostyn Group Chairman Jim Kennedy said the new boning room technology, imported from Iceland, allows PPC to deliver traceability of product from farm to plate.



WA Minister for Agriculture and Food, Kim Chance, officially opens the new \$4 million pork boning line at the Wooroloo works of PPC Linley Valley Fresh.



PPC General Manager, Ron Penn (left) and WA Minister for Agriculture and Food, Kim Chance, with some fresh pork products at the opening of the new \$4 million pork boning line at the Wooroloo works of PPC Linley Valley Fresh.