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HEATHER CHANNON NEW PORK CRC PROGRAM MANAGER

Research Scientist and Australian Pork Limited (APL) Manager, Product Innovation, Heather Channon has been appointed Manager, Program 3, with the Pork Cooperative Research Centre.

The program aims to enhance the capacity to deliver nutrients promoting health and well-being through pork.

Her role will focus on developing a research portfolio that meets these program objectives and her work with APL in the research and innovation area crosses over with research conducted by the Pork CRC.

APL is a partner and major supplier of funds to Pork CRC activities and has two representatives on the Pork CRC Board.

Dr Roger Campbell, CEO of the Pork CRC, welcomed Ms Channon's appointment and said her 20 years of experience in the Australian meat industry would be invaluable.

"The Pork CRC focuses on enhancing the international competitiveness of the Australian pork industry by promoting the 'natural' health advantages of Australian pork and producing new and novel technologies that increase the range and functionality of pork products," Dr Campbell said.

For the past two years at APL, Ms Channon has managed new product innovation projects that aim to increase utilisation of pork carcasses and stimulate consumer demand for new products.

She said that in order to compete with larger pork producing countries, Australian producers needed access to quality information to help them to be competitive, not only at the farm, but also at the industry level.

"APL's research and innovation programs are developed with such needs in mind," she said.

Before working at APL, Ms Channon was a Research Scientist with the Department of Primary Industries, Werribee, Victoria.

Her research focussed on improving pork eating quality and identifying key processing and retail factors that can influence pork quality.

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Ms Channon has been project leader of many APL funded projects, including identifying consumer willingness to pay for high quality pork and has also conducted consumer evaluation studies to assess eating quality attributes.

She also has prior industry experience in smallgoods production and product development from her employment at Don Smallgoods in Melbourne.

Ms Channon obtained a Master of Agricultural Science degree from the University of Melbourne in 1996. Her thesis was on the effect of age and sex on meat quality of heavyweight lean lambs.

www.porkcrc.com.au

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Brendon Cant & Associates, Tel 08 9384 1122.

MEDIA CONTACTS:

Ms Heather Channon, Tel 03 9645 9189
Dr Roger Campbell, Mobile 0407 774 714