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## **RESTRUCTURE WAY OF THE FUTURE**

Consultation with pork producers across Australia regarding restructure of the industry kicked off at the WA Pork Producers' Association (WAPPA) general meeting at Pastoral House last Friday.

According to WAPPA President Stuart Coole, the industry must commit to restructure along the supply chain to address challenges posed by subsidised imports and other factors impacting negatively on pork production in Australia.

Imports to WA from Denmark (1,618 tonnes) more than doubled in 2003/04, but Canada was still the major supplier with 53 per cent (1,846 tonnes).

WA's pork industry contributed \$105 million (gross value/farm gate) in 2003/04 to the WA economy and provided direct and indirect employment for 3000 people.

“The Australian Pork Limited consultation process looked to inform producers and processors of challenges the industry is facing and seek input from all sections of the supply chain.

“The industry's Draft Seven Year Restructure Plan will focus on achieving a globally competitive industry, with profitable returns to all sectors of pork production.

“WAPPA expects the restructure to address initiatives such as improved animal health, increased carcase size, greater fresh meat consumption, reduced feed costs, longer term supply and pricing arrangements, HomeGrown branding and fighting unfair trade,” Mr Coole said.

The meeting also discussed the Australian HomeGrown food labeling initiative, a joint effort, with 52 other agricultural industries, to promote Australian produce.

“WAPPA has been pushing for such a labeling or branding program to allow consumers to identify country of origin at point of sale, particularly as imported pork accounts for 41.5 per cent of the processed pork market and processed product comprises more than 60 per cent of total pork consumption,” Mr Coole said.

“Building on the emotional bond Australian consumers have with farmers and their produce, HomeGrown will let consumers know, for the first time, whether the pork product they're buying is genuinely made with 100 per cent Australian produce.”

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

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