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**WA PORK PRODUCERS HAVING A ‘CRACK’**

As the state which first ‘cracked’ the Singaporean fresh pork market, which now accounts for 90 per cent of WA’s pigmeat exports and, along with Japan, 73 per cent of Australia’s exports, WA continues to promote the quality of its export product.

Responding to the Productivity Commission report into the competitiveness of Australia’s pork industry, WA Pork Producers’ Association (WAPPA) President and Boyup Brook producer, Stuart Coole said most of WA’s 300 or so committed producers were professional, resourceful, innovative and world class.

“The Commission found that our overseas producer peers, particularly in Denmark, United States and Canada are not substantially subsidised, but we would argue that a simple desk audit by the Commission could not reach a meaningful conclusion,” he said.

“Despite this, we will get on with the job, along with our equally world class processors, export agents and other stakeholders, to put quality, WA-grown pork into overseas markets where it has a reputation second to none.

“Further, we will continue to do so, despite some productivity disadvantages locally, including the single desk, which tends to inflate domestic grain prices in favour of export, penalising, along the way, high input feed users such as piggeries where feed grain can comprise up to three quarters of production costs.

“Although WA produces 40 per cent of Australia’s grain, our industry is still often denied access, at fair and reasonable prices, to quality feed grains,” Mr Coole said.

He added that WA’s \$100 million a year (farmgate) pork industry was absolutely focused on being competitive and establishing or building its exports in markets such as Singapore, Japan, Indonesia and Hong Kong and developing other key markets in the Asian region.

Exports to Singapore rose from 67 tonnes in 1997/98 to 8616 tonnes in 2004/05.

Mr Coole said despite some very real barriers to fair trade, WA’s pork producers were “getting on with the job of supplying a world class product to the world.”

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

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