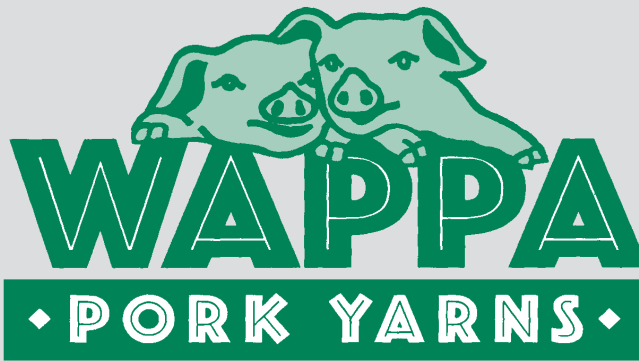


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WITH COMPLIMENTS OF THE WEST AUSTRALIAN PORK PRODUCERS' ASSOCIATION • JUNE 2005
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Export Opportunity Excites Industry

WA was the focus of pork exports and industry expansion last month, when a delegation from the South Korean Swine Association (SKSA) visited to explore investment opportunities.

Expanding the state's multi-million dollar pork export industry for key trading markets, including Japan and South Korea, was a major focus of the visiting 26 member delegation.

Opportunities for South Korean investment in WA were also explored during the May 16 to 22 visit.

South Korea needs more land to expand its pork industry and is looking to WA to help increase its production.

Department of Agriculture (DAWA) project manager Paul Frapple said the delegation's visit resulted from a presentation made to the South Korean pork industry representatives at the opening of the State Government's South Korea Trade and Investment Office in July last year.

"It prompted interest from South Korean pig farmers keen to travel to WA to undertake a more detailed study of investment opportunities," Mr Frapple said.

"WA is a competitive location for pork production and processing. The value of pork exports from WA has grown from less than \$500,000 in 1997/98 to more than \$30 million in 2003/2004, with most exports going to Singapore.



Enjoying an official welcome function in Northbridge were Regional Director, WA Trade and Investment Office, South Korea, Young Chan Yu, South Korean Swine Association Chairman, Young Your Choi, Minister for Agriculture, Kim Chance and General Manager, Korea Cold Storage Co Ltd., Myung Sun Yoo.

"There are strong opportunities for the WA pig industry to achieve further growth to supply export markets, but the lack of production and networks in new export markets have been identified as limiting factors." Speaking on ABC Radio, SKSA Chairman Young Your Choi said WA's vast area, clean, green image and disease-free status made the state an attractive investment prospect. He said SKSA would review data and information obtained from its WA visit, before

making any investment decisions. SKSA actively promotes pork consumption, spending US\$2.25 million last year on consumer focused marketing.

While in WA, the delegation visited piggeries and processors, including WAPPA Executive member Chris Keene's Western Savannah piggery and PPC Linley Valley.

Mr Frapple said although the process was in its infancy, the delegation's visit was a positive sign.

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Mercy Dash for Animal Disease Emergency

Preparing emergency animal disease industry response plans was highlighted at the WAPPA general meeting on May 20, when Department of Agriculture (DAWA) Acting Executive Director, Animal Industries, Ashley Mercy, addressed Executive, members and other industry stakeholders.

Dr Mercy gave an informative and practical outlook on developing industry response plans as part of an overall emergency animal diseases (EAD) response involving both Government and industry.

He said industry planning would make for more consistent, comprehensive and effective responses.

"The industry emergency response plans will establish who does what, when and

how and will provide timely communication of information to interested parties.

"By helping avoid mixed messages from industry, we'll enhance industry profile and guide new staff during emergency responses," Dr Mercy said.

Industry will also be able to provide valuable advice on supply chain consequences and what is and isn't feasible to do in an emergency situation.

Major elements suggested for each plan include:

- Specifying roles of those involved, including incident co-ordinators and operations managers;
- Creating a communications plan that incorporates the media and relevant authorities;

- Developing a review schedule after each incident and at regular intervals;
- Involving all stakeholders and industry groups that have vital industry roles.

Dr Mercy told WAPPA that although DAWA would manage the overall EAD responses, all animal industries needed to develop their own emergency response plans.

Legislative power to implement the measures required to eradicate or control EAD is provided under the Exotic Diseases of Animals Act 1993.

Under this Act, the Chief Veterinary Officer is responsible for implementing eradication or control measures for any animal disease declared by the Minister for Agriculture to be exotic.

WAPPA Executive Profile

Richard Evison is Production Manager at the Great Southern Pig Company (GSPC) in Albany.

After showing a keen interest in WAPPA and attending general meetings, he was nominated and accepted onto Executive in February 2005, replacing Keith Ashton of Kojonup.

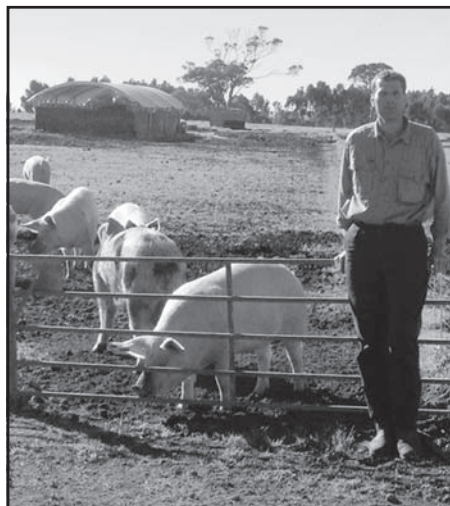
Growing up in England, Richard worked on the family's pig farm before attending the Bishop Burton Agricultural College in 1986. He moved to Australia in April 2003.

With more than 20 years experience in pork farming, including running piggeries in Canada, Richard brings international best practice and a broad knowledge of the industry to Executive.

He enjoys Executive responsibilities and praises WAPPA, noting that if issues were left to hard working farmers, important ones just wouldn't be addressed.

"I'd like to make a difference and help WA's pork producers enjoy a more sustainable and profitable future," he said.

GSPC has one of the largest outdoor herds in Australia, with about 3000 sows enjoy-



Richard Evison, Production Manager at the Great Southern Pig Company, with some of his sows enjoying a combination of free range and straw-based shelters in Albany.

ing a combination of free range and straw-based shelters. GSPC pork is sold through PPC Linley Valley and Watsons.

Richard is married to Sue and they have two sons, Josh (8) and Anthony (11).

Feed Grains

An initiative launched at Grains Week 2005 should help improve issues of access to quality feed grains for Australia's pork producers.

APL, along with Grains Council of Australia, Australian Lot Feeders Association, Australian Egg Industry Association, Australian Chicken Meat Federation and Australian Dairy Farmers, announced the formation of the National Feed Grains Initiative Ltd (NFGI) as the vehicle for delivering the initiative to industry. GCA and the Livestock Feed Grain Users Group will equally own NFGI. The company will have a six member board, comprising three representatives from the grains sector and three from the intensive livestock sector, plus an independent chair.

The main role of NFGI would be to develop the relationship between the grains and intensive livestock industries, which are a growing and valuable customer of the Australian grain industry. Total feed grain usage by the intensive industries has increased steadily since 1992/93, when 5.77 million tonnes was used, almost doubling to 10.92 mt in 2002/03. The pig industry's grain usage has increased from 1.57 mt in 1992/93 to more than 2.13 mt in 2002/03. This comprises approximately two million tonnes of grain (mainly wheat, barley and sorghum) and 120,000t of oilseed meals.

According to APL, the pork industry is faced with the double edged sword of high grain prices due to drought and low pork prices, which are capped by imported pig meat.

Whilst feed costs increased in 2003 due to drought, with a resulting increase in pig production costs, average prices received by pork producers were lower in 2003 than 2002. On the local front, WA's domestic livestock industry is oversupplied with feed grain.

According to the Department of Agriculture (DAWA), even with a forecast increase in livestock numbers in the next five years, there will still be 10 times more feed grain produced than the forecast demand. In WA, feed grain is typically down-graded food ingredient grain, which is penalised \$40 to \$60 per tonne. A recent DAWA report suggested that WA graingrowers could produce an extra one to two million tonnes of feed grain at short notice when price and risk considerations were favourable.

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PRESIDENT'S ADDRESS

by Stuart Coole, WAPPA President

WAPPA was jubilant at the recent conviction of an animal welfare activist, which we believe reflects less tolerance of such illegal actions from the Government and community.

It also signals relief for pork producers to finally move ahead without fear of interference from trespassers. You would have read that Jonathon Hallett was found guilty of trespassing and aggravated burglary after stealing a pig from Chris Keene's Western Savannah piggery in Gingin last year.

New legislation, effective May 31, will hopefully act as a deterrent to these irresponsible groups who have limited understanding of modern day farming practices. We struggle to understand what these "activists" are trying to achieve, but certainly welcome the legislative changes that give all pork producers much deserved rights to protect their livelihoods.

Productivity Inquiry

A Productivity Commission Inquiry report was sent to the Federal Government on

March 18, with the Government's release of the final report the last step in the process.

When released, a copy will be sent to all participants who made submissions, appeared at the public hearings, or were visited by the Commission. The report should be tabled by the Treasurer by August 18 and a copy will also be posted on WAPPA's website www.wappa.com.au

WA Exports

With a visit to WA from a 26 member delegation from the South Korean Swine Association, there's a promising look to local pork exports, industry expansion and investment opportunities.

Australian pork exports for the year ending March 2005 were 15.3 per cent below a year ago.



This represents 16 per cent of total annual pork production, down from a peak of 20.2 per cent for the year ending April 2003. If current export levels are maintained, exports to the Asian region will exceed 2004/05 exports by about 2000 tonnes, resisting the national trend.

So, the Asian market plays an important role for WA and the interest from South Korea is exciting news for WA's pork producers. Fingers crossed!

APIQ Push

I can now report that APL negotiations are finalising with major retailers to extend the Australian Pork Industry Quality (APIQ) program to on-farm level for the majority of their produce.

WAPPA, in conjunction with APL, is about to encourage WA processors and retailers to support APIQ and only accept APIQ certified products, rather than running their own on-farm quality assurance programs.

We've written to our major processors seeking their views on accepting only APIQ certified products and how they believe that could be developed to achieve uniform adoption and greater acceptance in WA.

New Bill is Expensive for Trespassers

Recent changes to trespassing laws, giving producers the right to take more action to protect their land and pigs, was reinforced last month, with the conviction of an animal rights activist for trespassing and aggravated burglary.

Jonathon Hallett was found guilty in a Perth Magistrate's Court for stealing a pig from a Gingin property in the early hours of October 24 last year.

He was fined \$450 plus costs and ordered to pay \$100 restitution to the pig's owner Chris Keene.

His conviction was a much awaited relief for the pork industry, which has seen producers lose confidence, with activists taking the law into their own hands and interfering with daily business.

Hallett stole the pig in the company of other activists when they entered Mr Keene's property and videotaped his piggery.

Changes to state trespassing laws now mean any person found trespassing on piggeries could face up to a \$12,000 fine or 12 months imprisonment.

Under these laws farmers and managers have the right to obtain the name and address of anyone found on private land without their consent. A person who refuses to leave after being asked to could be fined \$2500.

WAPPA Executive Officer, Russell Cox praised Hallett's prosecution and said the new laws would help protect producers' income source from the actions of animal welfare activists.

"Extreme actions from activists can be detrimental to the industry and really put livelihoods at risk.

"These new laws, which came into effect at the end of May, will ultimately help deter animal welfare activists from unlawfully

protesting on someone's farm," Mr Cox said.

Agriculture Minister, Kim Chance praised amendments to the Criminal Code that will support the rights of farmers and landowners. Mr Chance said with increased penalties, trespassers should take serious notice of signage on farms that made it clear to people entering that they were trespassing.

"People entering livestock properties without the owner's consent create serious biosecurity and animal welfare risks," he said.

WAPPA President and Boyup Brook farmer, Stuart Coole said WA's 360 pork producers prioritised the welfare of their pigs and were working to improve the Model Code of Practice as part of an industry-wide review.

"The majority of producers embrace the Australian Pork Industry Quality Assurance program, which adopts world best practices in pig husbandry and, as part of that QA process, are audited annually to ensure the welfare and health of their pigs is at appropriate best practice standards.

"Modern pig production facilities are vastly different and improved from those of days gone by, with many now featuring straw-based eco-shelters, superior environmental management systems and more animal welfare friendly environments.

"Pork producers are significant ratepayers and employers in more than 60 shires across 300,000 square kilometres of WA's agricultural zone.

"The industry in WA has a farm-gate value of more than \$100 million and is responsible for employing 3000 people," Mr Coole said.

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by Daph Kavanagh, State Manager,
Australian Pork Limited

With the cold weather upon us, there is nothing better as a winter warmer than a succulent rack of rib loin pork.

Combine sage, parsley, oil, lime juice and season with pepper. Rub marinade into rind side of rack, then marinate for one hour.

Elevate pork on rack and place into baking dish on the top shelf of oven at 180°C for 1–1.5 hours.

Baste with your marinade during cooking and stand rack of pork for 10 minutes before carving.



Drain excess fat from pan and place onto hot plate.

Pan add chicken stock, vinegar, honey and sherry.

Lime and Herb Rack of Pork

Serves Four

Preparation Time: 10 mins (plus marinating)

Cooking Time: 60-90 mins

Rack of Rib Loin Pork (4-5 ribs)

1 tbsp chopped fresh sage

1 tbsp chopped fresh parsley

1/4 cup olive oil

1/4 cup fresh lime juice or lemon

Cracked black pepper

Sauce

1/2 cup chicken stock

1 tbsp vinegar

2 tbsp honey

3 tbsp sherry

Stir and reduce by half to serve with pork cutlet.

Serve with steamed potatoes, beans and stir fried vegetables. **Bon Appetit!**

Executive Officer's Report by Russell Cox, WAPPA EO

WAPPA is upgrading its website (www.wappa.com.au) to create an on-line information service.

In recent months, the site has been upgraded, particularly with the number of links to other sites. Perhaps one of the most beneficial to producers is the North Carolina State University website. This site, plus others, has plenty of beneficial information for producers.

Dry Argument

A revised draft of the Code of Practice for the Welfare of Pigs contains a provision on dry sow stalls that restricts their use to no more than six weeks during gestation from 10 years after the finalisation of the Code (as well as for occasional housing of individual animals for health reasons). APL's position, supported by WAPPA, is for dry sow stalls to be permitted for use for up to 10 weeks of any one gestation period, plus for occasional housing of

individual animals for animal health reasons and/or restorative feeding, or for confining animals at feeding time. APL continues to advocate this position. Existing stalls or crates that are smaller than new Code dimensions may continue in use for smaller animals e.g. gilts and first parity sows for 25 years from the date of construction or 15 years from the date of the new (2005/6) Code coming into force, whichever is the longest.

APC Committee

Recently re-appointed for another three year term to the Agricultural Produce Commission's Pork Producers Committee were Jon Bradshaw, Chris Brennan, Neil Ferguson and Rob Wilson. Also on the Committee are Graeme Dent and Keith Ashton.

AGM Dinner

WAPPA's AGM will be held on Friday, August 26 at Pastoral House in the PGA Boardroom,



commencing at 1pm. It will be followed by the Annual Industry Dinner, which is again being held at the Ascot Quays Apartment Hotel, 150 Great Eastern Highway, Ascot. The evening will commence with pre-dinner drinks at 6.30pm. The notice for the AGM and invitations to the dinner will be sent out in early July.

WAPPA looks forward to seeing you all there.

APIQ for Quality Products

Intensifying APL negotiations could boost the pork industry, with the prospect of major retailers extending the Australian Pork Industry Quality (APIQ) program to on-farm level for the majority of their produce.

Recent pressure for these companies to demonstrate due care, particularly with regard to animal welfare, has led to a shift in support for APIQ certification of their pork products. APL has insisted major retailers adopt APIQ certification of pork products, with talks finally progressing to serious negotiations. It is hoped industry will work with retailers to support APIQ, instead of running its own on-farm quality assurance programs for pork. If retailers agree, it would place the industry in a stronger negotiation position to ensure on-farm QA requirements remain reasonable and practical. APL continues to simplify APIQ requirements for producers by developing a master Hazard Analysis Critical Control Point (HACCP) plan, which will enable APIQ members to develop their own plans, mainly by "cutting and pasting" from the master plan. More supply chain members are asked to sign up and support the program, because if strong support is shown, the master HACCP plan will be introduced later this year.

For more information about APIQ, contact WAPPA Executive Officer, Russell Cox, Tel 9479 7315 or Heleen Koster at APL, Freecall 1800 789 099.

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