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WITH COMPLIMENTS OF THE WEST AUSTRALIAN PORK PRODUCERS' ASSOCIATION • October 2003  
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# WA Labels on WA Tables

Concerned that inadequate labelling prohibits WA consumers from identifying locally grown pork products, WA pork producers may soon endorse their own label to promote consumption of WA pork ahead of imports.

The concept was explored at WAPPA's recent general meeting. While WA pork exports have lifted to 40 times their value of five years ago, producers have felt the pinch domestically, with retail pork prices consistently lower than for beef and lamb.

With more pork eaten globally than any other meat, WAPPA would like to leverage that popularity to generate greater income for local producers, according to Boyup Brook producer and WAPPA President, Stuart Coole.

"Some pork cuts contain less fat than skinless chicken, while WA's clean green image is highly valued in markets such as Singapore and Japan. We need to capture those qualities in our own state with a label that identifies and promotes local product."

Producers asked WAPPA to explore the feasibility of establishing such labelling in a review that will examine several potential models, including a 'WA Fresh Pork' logo.

Also at the meeting, WAPPA revealed that pork producers would soon be scrutinised by WorkSafe WA and it therefore encouraged producers to attend an industry developed Occupational Health and Safety training program.



Executive Officer, David McFerran is joined by members of WAPPA's new Executive team, including Peter McKenzie of Albany, Anne Graham of Pinjarra, Stuart Coole of Boyup Brook and Keith Ashton of Kojonup. Errol Howard of Wannamal was absent.

"Once WorkSafe informed WAPPA that it would begin piggery inspections this year, we prioritised the launch of the APL developed occupational safety and health training course to help ensure our producers comply with best practice guidelines," Mr Coole said.

Mr Coole said that WAPPA would continue to represent WA nationally, on issues such as Biosecurity Australia's draft import risk analysis on imported pig meat.

"WA producers should review the draft on the Biosecurity Australia website and deliver their feedback to WAPPA, so we can then present those views to them."

At WAPPA's AGM, the existing Executive team was returned, with the addition of Peter McKenzie of Great Southern Pig Com-

pany, Albany, who filled the vacancy left by the mid-year retirement of former President, Ken Boughton. He joins Mr Coole, Keith Ashton (new Vice-President) of Kojonup, Errol Howard (new Treasurer) of Wannamal and Anne Graham of Pinjarra on the Executive. Executive members will now occupy their positions for two years, in staggered terms, to ensure a continuity of expertise from year to year.

WAPPA's annual industry dinner, held at The Esplanade, Fremantle, was attended by more than 100 people. WAPPA thanks dinner sponsors:

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## Promoting Fairness

Australian pork producers have spent \$8 million a year on campaigns helping promote imported produce and WAPPA has welcomed moves to impose a promotional levy on those imports.

The Federal Government is considering a levy on imports to support pork promotion in Australia. Industry levies, which do not apply to imported pork, have funded promotions via Australian Pork Ltd (APL) and while the campaigns have driven consumption of local pork, their generic nature means they have also promoted imported produce.

### Sell Imports

Boyup Brook producer, WAPPA President and APL delegate, Stuart Coole, said imports accounted for one third of Australia's processed pork consumption.

"The industry's promotion, which rightly focuses on pork's general health benefits and taste, helps sell imported pork products," he said.

"Why should Australian producers exclusively pay for market development that equally benefits imports?"

Mr Coole insisted the levy was not a move to protect the industry, which was robust and competing internationally through export markets in Singapore and Japan, but said it was needed to fairly distribute the costs of promoting pork.

### Steps Remain

WAPPA delegates worked with APL to develop a submission asking the government to ensure that all pork sold in Australia contributed to the cost of promotion.

"A number of steps remain before the levy can be implemented, but we are encouraged that Federal Agriculture Minister Warren Truss has seen merit in the proposal," Mr Coole said.

The Federal Government will solicit feedback on the proposed levy, which would raise around \$1 million, from Australian processors importing pork. WAPPA encouraged WA processors to support the proposal.

## WAPPA AGM and Annual Industry Dinner



York producer, Jan Testerink and WAPPA President, Stuart Coole of Boyup Brook, talked pork during a break at WAPPA's 2003 AGM.



Richard Betteley of Highbury and Rick Fice of Wesfeeds caught up at WAPPA's annual industry dinner.



Enjoying WAPPA's 2003 annual industry dinner were (L to R) Tony of Anna Mucciarone and Anne and Chris Matthews. Tony and Chris both work for Bio-John Animal Health.



Also having a night out were (L to R) Cindy Brennan, wife of APL Director Dr Chris Brennan and Colin Goundrey of AlphaPharma and his wife Deb.

## Who Are We and Who Do We Want to Be?

While several motions relating to WAPPA's name and voting rights were lost during the recent AGM, the associated deliberations have sparked a review of WAPPA's constitution.

Of most interest, were the criteria by which Association members were defined. It seems that supply chain evolution, which has spawned several new roles in the production sector, such as contract growers, has complicated the classification of 'producers'. Should voting rights be guided by sow numbers? Should membership be determined by one's orientation to the fee for service?

### Contemporary Criteria

The Executive has been asked to review the constitution to help develop contemporary criteria for WAPPA membership. The criteria will ultimately determine everyone's role and influence within WA's peak pork body. Producers can examine the constitution (available from the WAPPA website at [www.wappa.com.au](http://www.wappa.com.au)) and provide suggestions for the review to the Executive via Executive Officer, David McFerran, Tel 9479 7315.

## Two, Four...?

WA doubled its representation with Australian Pork Ltd (APL) during the past year.

Stuart Coole, Neil Ferguson, Peter McKenzie and Graeme Dent are WA's APL delegates. It was through the agency of other states that WA was awarded four delegate spots. To repeat that representation level, producers must bolster their rate of APL membership. Each APL delegate must represent 7000 sows, but producers can pool their sows to collectively nominate an agreed delegate. However, to substantiate their sows, producers must be APL members. APL membership is free and needs only to be renewed every three years. WAPPA urges producers to join APL and can co-ordinate the nomination of delegates based on the number of sows owned by WA APL members. To learn more about joining APL, contact WAPPA, Tel 9479 7315.

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## PRESIDENT'S ADDRESS

by Stuart Coole, WAPPA President

### **Gratitude is owed to past WAPPA President, Ken Boughton, for his leadership up until his July retirement.**

Ken brought integrity and ingenuity to the Presidency, bravely raising issues and promoting debate in a free and open forum.

### **Rising Falling**

This has been a difficult year for producers, with a positive trading environment seeing many begin the year in an expansion phase but quickly facing rising input costs and falling returns. Fortunately, a promising WA grain growing season should result in improved feed availability and a relief in grain prices as the 2003/04 harvest unfolds.

Processors must be acknowledged for maintaining and expanding export markets despite several challenges, such as international terror, SARS and a rising dollar. To sustain a vigorous industry and replicate this year's double digit growth in slaughtering, producers must support their processor's efforts to expand markets.

### **Final Shape**

The Executive has spent significant time formulating WAPPA's strategic plan, which will soon undergo its final shaping by industry

stakeholders. Nationally, WAPPA and Australian Pork Ltd (APL) continue to improve a relationship which is vital to maximise the available resources and ensure that producer issues are addressed appropriately.

The APL structure has settled and now shows the benefits of the integrated national marketing, R&D and policy arrangement.

### **Safe Health**

WAPPA has opened a dialogue with the Agricultural Produce Commission Pork Producers' Committee to ensure it remains aware of our activities, especially where those activities may differ from funding agreement specifications.

While issues such as feed grain security, 'right to farm', water rights, environment and animal health attracted considerable attention during the year, occupational health and safety looms as next year's key concern. All producers should address safety in their workplace by attending courses designed by Farmsafe, WAPPA and APL to prepare for upcoming WorkSafe inspections.



### **Consult Constitution**

WAPPA's efforts to promote and safeguard the industry are determined by its constitution, which is shaped by producers. To review the constitution, visit our website at [www.wappa.com.au](http://www.wappa.com.au) Governments and their departments cannot consult individual producers on specific issues, making WAPPA a valuable industry touchstone.

WAPPA liaises with the media and other parties on behalf of its constituents to help stabilize the pork industry and ensure that its members can secure satisfactory returns on their investment. It also promotes the adoption of proven technology and production methods and collects, verifies and informs on how best to improve pork production and quality. It initiates and/or seeks finance for research, development and promotion.

WAPPA must reflect the move by most producers to form closer alliances with processors in the way it represents industry needs. However, the interests of small producers must also be protected. WA producers can't afford a fragmented industry, but must consolidate its influence through WAPPA to move ahead. My thanks to the WAPPA Executive for their support during the past three months and all the best to the incoming team.

**(This is an edited version of Stuart Coole's President's report to WAPPA's 2003 AGM)**

## Reading to Drive Grain Knowledge

**Grain Pool Pty Ltd Managing Director, Peter Reading has been appointed Managing Director of the Grains Research and Development Corporation (GRDC), commencing February 1 next year.**

Announcing the appointment, GRDC Board Chairman Terry Enright said an international executive search began in May for a successor to John Lovett after he announced his intention to retire from the GRDC, which annually invests more than \$100 million in grains R&D on behalf of grain growers and the Federal Government.

WAPPA President, Stuart Coole congratulated Mr Reading on his appointment, saying WAPPA and other intensive animal industry associations looked forward to working with the GRDC to develop a genuine feed grain industry in WA and attempt to ensure feed grain security for WA pork producers.

Mr Reading said he had always had a professional and academic interest in grains R&D, which he described as a key driver of Australia's \$8 billion grains industry.

Emeritus Professor Lovett joined the GRDC in 1990 and was Managing Director for nine years.



Newly appointed GRDC Managing Director Peter Reading (left) with GRDC Board Chairman and Mt Barker farmer Terry Enright.

## Colourful News for Marketers

**A project to reduce pork colour variation in chilled pig carcasses should help consolidate the lucrative Singapore market.**

During a tour of Singapore, Department of Agriculture research officer, Darryl D'Souza, examined market requirements for the colour of chilled pork. Singaporeans associate pale pink coloured pork with freshness. Dr D'Souza said the study tour monitored colour variability in different pork cuts from three Australian export supply chains.

### **Optimal Export**

"We aim to develop an optimal pork colour specification for the Singapore export market using objective measurements. We also plan to develop management guidelines, both on-farm and at the processing level, to manage pork colour variability," Dr D'Souza said. This could include limiting the time animals are off feed and winter abattoir chilling regimes to maintain the correct muscle pH, which is linked to meat darkness. Forty per cent of Singaporean chilled pork is from Australia, with WA supplying 15% to 20% of that, at a value of \$25 million.

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by Daph Kavanagh, Sales Supervisor,  
Australian Pork Ltd

**Spring and an impending summer have us all thinking of ways to spend less time in the kitchen.**

One good way is to stick to light, quick, easily cooked summer fare. This issue's recipe combines light fruit flavours, with nutritious and tasty ham steaks and can be served within 15 minutes of entering the kitchen - a **WAPPA Pork Yarns** record!! That should leave plenty of time to take in balmy evenings or rush back to the TV during the upcoming rugby world cup.



## WAPPA in the Water Wars

**WAPPA has joined a chorus of agricultural producer bodies calling for greater equity in a proposed state water resource management policy.**

A recent producer survey identified several concerns with the recommendations flowing from the State Government's Standing Committee on Public Administration and Finance inquiry into water services. WAPPA has since presented those concerns to Committee Chairman, Barry House.

### Charges Failed

WAPPA noted that producers have already shouldered considerable costs for their water by establishing water harvesting infrastructure such as dams and pumps. Such investments were not supported by government. It would therefore not be appropriate for them to introduce a further administrative charge for water rendered by a system which they had no role in developing.

Survey respondents were also concerned that they had not been adequately consulted and felt that WA's water resource was a public concern and so should be funded solely by government.

A water charge would drive up production costs and hamper local producers' ability to compete with the price of imported pigmeat.

## Japan Pigmeat Tariff

**In 1999 Australia exported \$43 million worth of pigmeat to Japan and within three years that figure had ballooned to \$101 million.**

In an effort to slow the trend of escalating imports, Japan has temporarily lifted the tariff on imported pigmeat by eight per cent. The snapback also applies to Australian beef, but John Coward of Swickers abattoir in Queensland told ABC radio that pork would probably weather the tariff more easily.

"Given that the Asian community eat a lot of pork - if they see that little bit of difference in price on beef, I think that the small increase in the safety net price on pork will be absorbed by the consumer," he said

### PUBLISHER'S DETAILS

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Tel: 08-9385 7779 Fax: 08-9385 7776 Email: brendon@iinet.net.au  
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All correspondence, including Letters to the Editor, should be addressed to:  
WAPPA, Suite 1, Pastoral House, 277 Great Eastern Hwy., Belmont, WA 6104  
Tel: 08-9479 7315 Fax: 08-9479 7317  
Email: david@wappa.com.au Web: www.wappa.com.au

## Ham Steaks with Apple, Prune and Quince Paste

Serves: 4

Preparation Time: 8 minutes

Cooking Time: 6 minutes

600g Cameo or leg ham

180ml dry white wine

12 dried prunes

2 Granny Smith apples

1 tbsp lemon juice

1/4 cup Quince paste

2 tsp butter

Place wine and prunes into a bowl and marinate for at least 30 minutes (the longer, the better). When the prunes are ready, peel, core and cut the apples into thick slices. Pour the wine into a medium saucepan with the lemon juice and bring to a simmer

before adding the apple to cook for approximately 2-3 minutes, or until just tender. Place apple in a bowl with a slotted spoon and then stir the quince paste into the wine liquid. Return the prunes and apple to the sauce. Cover and keep warm. Cut ham into 15 mm thick rounds. Heat half the butter in a medium fry pan and cook two ham steaks for one minute each side, until lightly browned. Remove and repeat with the remaining butter and steaks. Serve with cooked apple, prunes and quince sauce and steamed snow peas and potato.

**Bon Appetit!**

## Expect Inspections

**WorkSafe WA has informed WAPPA that they will commence piggery inspections in coming months.**

Already, WorkSafe are developing a Pig Industry Project Plan for inspections of piggeries to assess compliance with the Occupational Safety and Health (OS&H) Act of 1984 and regulations of 1996. To adhere to these standards within an affordable and practical framework, producers are encouraged to attend an industry training course, at a cost of only \$50 per farm. WAPPA and Australian Pork Ltd have appointed former farmer and private OS&H consultant, Ben Olsen to conduct the courses, which will be run on the following days: Perth InterCity Hotel on October 17, Bencubbin Recreation Centre on October 24, Kojonup Commercial Hotel on October 31, Cuballing Recreation Centre on November 7.

Direct enquiries to Emalyn Loudon, Tel 9479 7311. If you would like a training course held in your area, gather five interested producers and ask WAPPA to organise one near you.

## APIQ Pick WAPPA

**WAPPA has become WA co-ordinator of the Australian Pork Industry Quality (APIQ) program following producer calls to localise the program's administration.**

WAPPA will answer queries about the program and will arrange meetings between producers and APIQ facilitators and auditors. The Association supports the production and promotion of quality WA pork and hopes to bolster the rate of APIQ adoption in WA from its current 70%.

"APIQ accreditation will help WA processors develop new export markets to sustain industry growth," WAPPA Executive Officer, David McFerran said.

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