

# PPC

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# WAPPA

## Pork Yarns



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## PigPass Class of 2006



PigPass seminars hosted by WAPPA at Pastoral House (November 10) and at Narrogin Senior Citizens Centre (November 17) attracted about 70 producers and industry representatives, all keen to ensure that from January 1, 2007, along with fellow producers across Australia, they can supply pigs to processors for export.

From that date, all pigs consigned to export abattoirs (PPC Linley Valley in WA) must be accompanied by a (PigPass) National Vendor Declaration, which is backed up by an appropriate on-farm quality assurance (QA) system if their product is destined for export.

The PigPass QA and National Vendor Declaration, while not man-

datory, has the full support of export processors. This support will further strengthen WA's exports and build on the success of the past 10 years.

Industry now needs to encourage domestic processors to meet their obligations under the FSANZ Australian Hygienic Production and Transportation of Meat and Meat Products for Human Consumption standard by adopting on-farm QA when sourcing produce.

Veterinarian and consultant, Dr Kim Nairn of Portec Australia, facilitated the seminars, helping producers without an existing QA system to move to what APL terms PigPass QA, a simplified alternative to the full Australian Pig Industry Quality (APIQ) certification.

Dr Nairn stressed that PigPass QA was an interim measure and that all producers should, in time, move onto APIQ.

The provisional PigPass QA certification that producers could gain from WAPPA, APL and processor sponsored seminars lapsed within six weeks if producers did not keep appropriate records immediately and submit them when applying for full certification.

WAPPA is confident that with the present level of APIQ accreditation and the uptake of PigPass QA, the industry will become 95% on-farm quality assured within a year.

Producers attended from as far afield as Gingin, Kellerberrin, Wannamal, Pinjarra, Naremben, Koorda and Narrogin.

## APL Meeting

There was hardly a dry lip in the house at the recent Australian Pork Limited (APL) annual conference, held at Melbourne's MCG.

Moisture Infused (MI) pork was on everyone's lips. MI pork represents a highly significant improvement in both ease of cooking and eating quality and has tremendous potential for pork market growth.

Consumer research confirmed both the eating quality potential and consumer acceptance of the benefits of MI pork when correctly marketed. WAPPA President, Graeme Dent of Cuballing said APL is working with processors and retailers to support commercial launches of MI pork across the industry in consumer and, in particular, food service markets.

"Along with consultation with industry, APL produced a quality assurance manual to encourage and implement best practice quality across the industry.

"A certified trustmark was developed to identify processors who will be certified as producing standards covered by the manual.

"The objective was to establish a solid foundation of production quality and consumer identification and labeling, which would

**continued on back page**

## MUCH MORE THAN JUST PORK TALK

For more than 100 years, Watsonia has serviced the needs of WA pork producers.

And we believe our actions speak louder than words:

- \* Security of Watsonia bacon contract.
- \* First Australian processor to export fresh pork into Singapore.
- \* Fully integrated processing, manufacturing, marketing and distribution.
- \* Locally managed and operated, with the strength of national and international links.



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# Improving Herd Feed Conversion

Several Pork CRC projects aim to improve herd feed conversion efficiency, which will optimise production efficiency through improved health, metabolic efficiency and reproductive capacity.

The projects aim to reduce the cost of grain, improve feed and pig efficiency, develop human health benefits and increase training and education.

Several Pork CRC projects will explore how to improve feed conversion efficiency and will result in:

- The capacity to routinely and accurately measure feed intake in individual animals and groups.
- Products and management strategies that allow manipulation of feed intake/feeding efficiency.
- Reduced reliance on antibiotics in production systems.
- Cost-effective nutritional and/or prophylactic treatments for disease prevention.

- Products and/or strategies to improve production efficiency.
- Reduced sow culling rates.
- Reduced overall cost of production through improved pigs per sow per year, reduced sow turnover and more efficient reproductive performance.

The feed efficiency projects cover disease, feed intake, reproduction, sow longevity and genetics.

Dr Bruce Mullan of DAFWA said these projects are designed to remove constraints on growth performance and to develop animals and systems that enable marked improvements in throughput and feed efficiency.

"Increasing feed conversion efficiency is essential, especially in drought years, like this year, when feed prices are high," he said.

Stock & Land recently reported that sow production (annual number of pigs per sow) and longevity would be targeted with the aim of increasing reproductive capacity.

Pork CRC Chief Executive Officer, Dr Roger Campbell said that reproductive capacity gains are crucial if Australia is to match the USA and others in the area of annual weight sold per sow.

"Gains in this area will go towards combatting Australia's average 72 kg sale weight, compared to 96 kg in the USA," he said.

"Conventional techniques of improving reproductive capacity are unlikely to deliver the improvement required. We will look at the genetics of placental efficiency within sow production.

"These projects attack the real constraint on litter size and have the potential to increase the number of pigs born alive," Dr Campbell said.

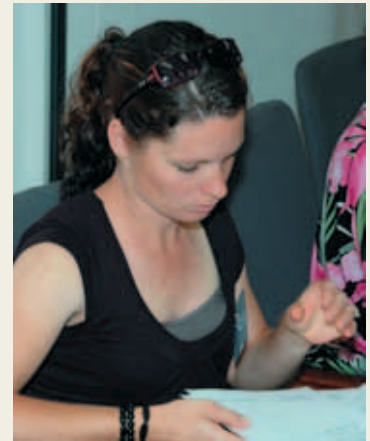
## Pictured at PigPass Class



Producers Lynn and Alan Armstrong of Wongan Hills work through PigPass QA requirements with PPC Linley Valley Livestock Co-ordinator, Dean Romaniello, as Dr Kim Naim looks on.



Taking notes is Rini Margawani, Operations Manager with Murdoch University based Venturetech.



Elisha George, who works at a Wandalup breeder farm at Gingin, goes through her paperwork.



PigPass course facilitator Dr Kim Naim goes head to head with John Hodgson of Koorda, as fellow producers Phil Ibbotson (left) of Pinjarra and Barry Menegola of Naremben discuss the finer points of PigPass procedures.

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What a big year it's been for WA pork producers and their representative body, WAPPA.

Like all years, it brought with it challenges and opportunities.

Animal welfare, I believe, fits neatly into both categories and has been front and centre often throughout the year.

As producers, we always have the welfare of our animals top-of-mind.

If not, we suffer loss of performance in the piggery and loss of money in our 'piggy banks'. In other words, neglecting animal welfare is not on.

We also recognize that certain sections of the community, some well meaning and some dangerously mischievous, are unhappy about pork being produced intensively and, more particularly, with sows confined to stalls.

In June 2006 the revised draft 'Model Code of Practice for the Welfare of Animals - Pigs and the associated Regulatory Impact Statement were released by the Australian Government for public consultation, much of that with bodies such as WAPPA.

The result is a draft Code that improves standards of animal care and contains about 245 main changes from the current Code.

While all producers may not agree with all of the proposed changes, most agree they go at least some way to improving the welfare of our valued animals and lifting our image in the public's eyes.

Without the pork consuming public, none of us has a business, so



we must make it our business, within realistic and sustainable boundaries, to give consumers what they want.

Important key changes fully supported by our peak body, APL, include:

- Incorporating explicit standards, directly enforceable by regulations and binding on all owners or persons in charge of pigs.
- Limiting the confinement of sows in stalls to the first six weeks of pregnancy.
- Sow stalls built following the ratification of the Code will be longer.
- Changing space requirements for growing pigs and significant changes for other classes of stock.

As I said at WAPPA's first general meeting for 2006, our industry is best served by supporting best practice management in bio-security, animal health and welfare and food safety and WAPPA is committed to assisting WA producers achieve that.

Meanwhile, please enjoy the festive season and have a prosperous, safe, happy 2007.

Producers can lift profits by weaning pigs at an older age.

Speaking at a recent DAFWA workshop, veterinarian Dr Barb Frey of Consistent Pork said the most profitable age to wean pigs was between 28 and 35 days, however it varied according to piggery facilities and pig performance.

"Increasing weaning age reduces weaner mortality, gilt wastage, cost per pig weaned and cost per pig sold," she said.

"It improves farrowing crate utilisation, sow productivity and increases carcass value.

"Producers will also benefit from faster, leaner and more uniform growth and less requirement for post-weaning skilled labour and medication."

Dr Frey added that the value of later weaning was reflected in a sale value increase.

"The values of post weaning effects are that older, heavier weaners can be grown.

"They have lower mortality and lower weight variability," she said.

"Most importantly, it brings the sale date forward, reducing producers' cost of production.

"Increasing weaning age can save \$3.50 per pig and result in a \$4.50 sale price increase.

"Increasing age through crate utilisation is hard to sustain and requires a high degree of management. Although it requires capital investment, building additional farrowing accommodation is the best way to go."

Dr Frey emphasised that it was essential for producers to manage variability.

"Reproductive variables are inter-related and controlling variability in one parameter positively impacts reproductive efficiency.

"By reducing lactation length variability, the variability of wean to service length and litter size reduces.

Reducing variability in lactation length is one way of increasing weaning age and it has cascading beneficial effects."

She added that in a farrow to finish operation, increasing weaning age reduced labour and decreased piglet mortality.

"Older weaning reduces the cost of production and produces a higher value product."

## Pork Administration Fees Decrease

WAPPA has successfully applied to maintain its share of the Agricultural Produce Commission (APC) administration fee to 10%.

The APC had attempted to increase the administration fee to 11%, however Chairman of the APC Pork Producers Committee, Dr Rob Wilson protested the increase.

"The pork industry is an efficient industry that doesn't draw heavily on the resources of the APC and therefore I felt it was unfair to increase the amount we pay," he said.

"That's why I suggested the APC set its administration fee on a user pays basis.

"The pork industry efficiently collects fee-for-service payments, its projects are efficiently managed and it's generally a low workload for the APC."

Dr Wilson was concerned that the proposed increase meant the pork industry would ultimately pay a higher percentage of APC's administration expenses, due to the level of fees collected.

In the last financial year (05/06) 570,000 pigs were processed in WA, with an estimated average weight of 67.5 kg, generating revenue from levies of \$307,800. In 2006/07 it's estimated that 600,000 pigs will be processed and fee-for-service revenue will be \$324,000.

The pork industry will generate administration revenue on these estimates of \$33,858 in 2005/06 and \$35,640 in 2006/07. Based on these estimates, the pork industry would pay 15.8% of the administration expenses in 2005/06 and 15.7% in 2006/07.

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# Daph's APL Kitchen

by Daph Kavanagh,  
State Manager,  
Australian Pork Limited

I recently had the pleasure of attending the prestigious 2006 Gold Plate Awards, hosted by the Catering Institute of Australia (WA) at Perth's Convention Exhibition Centre.

The main course was slow roast pomegranate rib eye pork, black pudding, potato cake, pumpkin, sautéed greens, apple guacamole and shallot cream. The rib eye pork was a mouth-watering moisture infused rib eye supplied by PPC Linley Valley Fresh.

This was the first pork on the main



course in the 39 year history of the Gold Plate Awards. For your own Gold Plate dining experience, I suggest you purchase some MI pork and cook up this tasty recipe.

**Bon Appetit!**

## APL Meeting continued from front

support the successful marketing of infused pork as a significant product offered in the marketplace over years to come."

To help guide the industry into the future, APL appointed two directors. General Manager of Cameron Pastoral Company, Kenneth Cameron of Goodinwindi, Queensland, was re-elected as an APL director.

Cameron Pastoral Company is a family owned mixed farming operation that includes a 5500 sow piggery.

Mr Cameron has equity interests throughout the pork supply chain, including grain production, feed milling, genetics, commercial production and marketing.

Chair of Australian Pork Farms Group, Ian Parish of Victoria was elected as a director. Mr Parish is chairman of Auspork, a director of Big River Pork abattoir and a veterinary consultant.

Mr Dent was thrilled to hear APL Chief Executive Officer, Andrew Spencer, highlight that domestic demand for fresh pork has consistently increased in the past several years.

"Reasons for this are varied, but include some successful promotion and new product introductions, along with a favourable cost relativity to red meats, in particular due to their export markets and production challenges with ongoing dry conditions," Mr Dent said. He added that the increases came on the back of rising world pork prices.

"Brazil has been locked out of some traditional markets due to foot and mouth disease and the supplies into, for example, Russia, have had to come from elsewhere.

"In this case Denmark has been the major supplier to step in.

"Increased world prices have meant increased prices for pork imports into Australia, which seems to have had a slowing affect on the volumes.

"Despite the strong demand for pork domestically and for export, Australian production has remained relatively stable."

Producers suffered enormously in the last drought, in many cases significantly increasing the level of debt, causing many producers to be reluctant to scale up their production.

## Pork Administration Fees Decrease continued from page 3

Dr Wilson said WAPPA was concerned that if the WA sow herd expands, the industry would pay a greater percentage of the administration fee.

"WAPPA recommended that an independent audit be carried out on the time the APC spends on ad-

ministrating each committee, to determine the individual producer group cost, with this cost being met by the individual group.

"We were successful and the APC conducted a 12 month revue, which resulted in a reduction in WAPPA's administration fee."

## Pork butterfly steaks with eggplant and pine nut filling

Serves Four  
Preparation Time: 10 mins  
Cooking Time: 15 mins

4 lean pork butterfly steaks  
2 Lebanese eggplant  
1 tbs olive oil  
1 tbs toasted pine nuts, chopped  
1 tsp freshly grated ginger  
1 1/2 tsp fresh lime juice  
1 tbs finely chopped fresh flat leaf parsley salt and pepper to taste  
2 tsp olive oil extra sweet potato to serve



Remove stalks from eggplant and cut in half lengthways then cut each half into slices 1/2 cm thick. Heat the oil in a medium frying pan and lightly brown and cook eggplant for six minutes.

Remove from heat and add pine nuts, ginger, lime juice and parsley stir well to combine. Gently break up eggplant at this time when stirring.

Place butterfly steaks open onto chopping board and spoon filling evenly onto one side of each steak, fold in half and secure with a toothpick by piercing both sides together with the toothpick at slight angle. Heat extra oil in a clean fry pan and cook pork on a medium high heat for 4 - 6 minutes each side depending on thickness.

Allow to rest for a few minutes before serving.

Serve with sweet potato mash and steamed squash.

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