

PPCLinley Valley
FreshDean Romaniello
Livestock CoordinatorMobile 0418 458 615
Office (08)9573 1300

WAPPA

Pork Yarns

**Bio-John**
Animal
Health

Tel (08) 9277 6122

1800 199 720

Fax (08) 9479 1564

Vol. 13 Issue 2

With Compliments of the West Australian Pork Producers' Association ~ www.wappa.com.au

June 2006

Let's Look Closely at Model Practices

WA pig producers have until July 31 to respond to the revised draft of the Model Code of Practice for Animal Welfare (Pigs) and the associated regulatory impact statement released for public consultation by the Australian Government.

Australian Pork Limited (APL) will consult Australia-wide with producers and other interested parties in the next two months to hear industry views and discuss critical aspects of the proposed revisions.

APL General Manager, Policy, Kathleen Plowman, will be in WA on July 11 and 12 for meetings with producers and WAPPA on issues surrounding the code. Producers are urged to have their say, with APL responding with a formal technical submission on behalf of industry. However, it's crucial producers, processors and other industry stakeholders also make submissions, as this will carry much more weight.

"The more personal the reflection of your farming and animal welfare experience, the more important it is. A submission can simply be a letter and doesn't need to be extensive," Ms Plowman said.

The revised code improves animal care standards and contains about 25 changes to the current code, which dates back to 1998.

Ms Plowman said the industry should carefully look at the proposed code as the provisions on dry sow stalls are significant.

"Apart from the standard requiring stalls to be used for no more than the first six weeks of a sow's pregnancy after 10 years, there are requirements in the proposed code for increasing stall length."

New stalls need to meet the new code dimensions (600 x 2200mm clear space) if constructed from 2007, while existing non-compliant stalls are recommended for smaller sows. For existing stalls, a lead-time of 15 years from the time the code is made or 25 years after construction, whichever is longer, applies to existing stalls of smaller dimensions, after which they need to be replaced or modified.

APL disagrees with lead times proposed by the code for dry sow stall use. The code and the regulatory impact statement recommend this take affect 10 years after the making of this code.

APL wants a lead-in period of up to 15 years for this transition, to allow for the maximum number of affected farmers to comply rather than exit the industry. Ms Plowman said there were also significant points of interest in the regulatory impact statement.

"Its purpose is to determine if



WAPPA President, Graeme Dent of Cuballing, listens intently as Dr Chris Brennan discusses how fixed and variable costs can affect piggery profitability. For more information, please read, 'Producing Pork at a Cost' on page 2.

regulations, such as the code provisions, are actually needed, what their cost is and whether the proposed regulation is the most cost-effective way to achieve the stated objective. In this case the statement seeks to ensure the conditions pigs are farmed in are consistent with reasonable animal welfare standards."

After the public consultation, the Government's Animal Welfare Working Group will make required changes to the draft code and then consult with the code writing group, of which APL is a member,

before making its final decision on code content. It is expected the code will go to the Primary Industries Ministerial Council in late 2006. Standards in the new code will be in force immediately it is ratified in each State or Territory (expected in 2007), apart from the following provisions with lead-in times:

- Sow stalls only be used for six weeks from 2017.
- Existing stalls be replaced or modified to new larger sizes by

continued page 2

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.



George Weston Foods Meat & Dairy
174 Hamilton Road Spearwood WA 6163
Joe Ascenso Livestock Liaison Manager
Tel 9418 0717 or Mob 0429 912 925
email joe.ascenso@gwf.com.au

WAPPA Executive Committee member Errol Howard and wife Annette run a mixed farming enterprise at Wannamal, with 160 head of breeding cattle, 1500 Merinos and an 8000 pig grow-out facility.



"I think we have got very good markets in Asia that are close and we can get the product there fresh," Errol said.

"My thought is that quality assurance should be high on the agenda for pig producers and that they should all be quality assured."

Cattle and sheep are also quality assured. Calves are sold at eight months to another farmer, while merinos mainly go into the export wether market. The Howards have three boys, one, Brenden, working on the farm at Wannamal, another working on a fish farm at Badgingarra and another starting a butcher's apprenticeship in Perth.

Errol Howard, Tel 9655 7007

The grow-out facility the Howards operate now is a far cry from when they first ventured into pigs with a 20 sow operation after moving from Bulyee, south of Quairading, to Wannamal 26 years ago. Errol, who is WAPPA treasurer, said while pig breeding had been interesting, the grow-out system with Wandalup Farms, owned by George Weston Foods, worked well.

Errol said his pigs, supplied to Watsons, were quality assured, although it did not gain him more money than a producer who was not quality assured and had access to the same markets.

He noted, however, that quality assurance was important to ensure WA producers maintained access to export markets and if processors provided the right incentives more producers would become quality assured.



Dr Chris Brennan, Portec Australia, delivering his Cost of Production seminar to producers after the WAPPA general meeting.

Pork producers who understand their cost of production and know where their competitive advantages are will find it easier to increase profits.

But how many pork producers know their cost of production and biggest costs?

Not enough of them, according to producer and veterinarian Dr Chris Brennan, who held a Cost of Production seminar for producers after the recent WAPPA general meeting.

During the seminar attended by 30 producers, Dr Brennan of Portec Australia, said it was frustrating that many producers are vague when asked about their cost of production.

"Producers simply have to know the cost of producing a kilogram of pork," he said.

"It's a volume and efficiency game and producers need to benchmark their volume such as sow productivity and kilograms sold, as well as the efficiency of this feed conversion and labour utilisation.

"By drilling down their cost of production producers can make informed investment decisions that impact volume or efficiency to maximise return."

Critical Costs

Dr Brennan said it is critical to identify which costs were fixed and variable. He said variable costs responded to efficiency and weren't affected by output and could be varied by buying better genetics, improving feed conversion and improving production flows.

Fixed costs are fixed for a finite time period and they responded to changes in volume. Typically, loan costs, depreciation and to a large extent, labour costs, are fixed.

WAPPA Executive member, Darren Edwards of Popanyinning, said labour was one of his major fixed costs. Dr Brennan said WA pork producing systems tended to be labour intensive, which has been due to investment in lower cost housing and systems.

As the cost of labour is increasing markedly, there will need to be a corresponding shift to investing in higher capital cost facilities which will improve labour utilization, improve efficiency and enable a greater degree of automation.

"We might only require half the labour that we currently employ if we utilised improved technology, systems and scale," he said.

"Also we need to outsource the more mundane tasks, like pressure cleaning and manure disposal."

continued from front

Let's Look Closely at Model Practices

either 2022 (if built before 1982 or a date between 2022 and 2032 if built between 1983 and 2006 - when they reach 25 years old).

- New stalls constructed after 2007 need to meet the new code dimensions.

A copy of the Model Code of Practice and regulatory impact statement can be downloaded from APL's website www.australianpork.com.au or by contacting APL, Freecall 1800 789 099.

Submissions can be posted to the National Pig Code Consulta-

tion, c/- Bureau of Animal Welfare, 475 Mickleham Road, Attwood, Victoria, 3049, or faxed 03 92174331 or emailed animal.welfare@dpi.vic.gov.au

For assistance with your submission, contact APL's Animal Care Officer, Freecall 1800 789 099.

Without writing a submission, you can still put your views through a short web-based opinion survey on the revised draft being conducted by the Government at: www.dpi.vic.gov.au/pigcodeconsultation

PIC PORK

The future of pig genetics

Free call: **1800 622 660**

PIC Martup Hills Tel: **08 9862 5068**

Despite a few compromises and plenty of liaison, I am comfortable with what the pork industry has come up with in its revised draft for the Model Code of Practice.

The industry has always stated the use of dry sow stalls is consistent with sow welfare and any changes to the code in this area must be supported by scientific evidence of welfare improvements and be practical and affordable for producers to implement. A key part of developing the draft Model Code of Practice has been the willingness of the parties involved in writing it to accept and understand the practicalities of pig farming and the care producers have for their product. Meetings with APL representatives will be arranged for mid-July to hear what producers have to say about the draft code. WAPPA will advise dates, times and venues.

Feed Grain

Lack of rainfall has resulted in subsoil moisture levels rapidly drying, which is preventing growers completing and, in some cases, even commencing seeding. I strongly urge producers to consider forward buying feed grain to ensure they have sufficient feed supplies to maintain their pigs if the dry spell continues.

MI Pork

On a positive note, the pork industry is entering a 'juicy new era' with the advent of moisture infused (MI) pork. APL and PPC launched this new product at a recent lunch at Incontro restaurant in South Perth.

This lunch was attended by Perth's key chefs, which will enhance the marketing opportunities for this special product. This now tried and tested product is ideal for the traditional pork roast or can be sliced and cooked on the barbeque in typical Australian style. MI pork not only offers consumers an excellent pork product, but it also reflects how all levels and sectors of our industry work together to add value to our product.

Vendor Declarations

Meanwhile, AQIS reports that in recent months there has been instances where residues have been detected for products that are banned in our major export market, Singapore. We need to protect and maintain this market. Consequently, AQIS has advised all establishments slaughtering pigs for export that appropriate systems must be implemented to ensure pork and pork products entering export markets comply with the legislative requirements of that market.



The repercussions for the WA pork industry losing any export markets would be catastrophic. All pork producers supplying pigs for export, regardless of who they have been sold to, should have received notice of the need to complete a vendor declaration, a process which will be audited by AQIS.

Those producers accredited through APIQ would already comply with the requirements of that declaration and hence should be able to sign it without any concern. If in any doubt, producers should consult their veterinarian.

Pork Expo

The largest pork industry event in the southern hemisphere, the Pan Pacific Pork Expo (PPPE), held recently on the Gold Coast, was an industry success story. The theme, 'Partnerships for Progress', emphasised the pork industry's need to foster the partnerships and relationships needed to grow and remain viable.

PPPE represented all sections of the pork supply chain, with the key emphasis on the need to develop productive partnerships. There were excellent presentations, in particular those relating to pig production.

Presentations covered reproduction techniques to improve competitiveness, the value of knowing grain quality, environmental management and Australian regulatory trends, which will become an important industry issue.

Producers can be confident its governing industry bodies are continually working on projects to improve farm efficiency and profitability.

WAPPA looks forward to seeing everyone at our Annual General Meeting at 1pm on Friday, September 1, at Pastoral House, Belmont, in the PGA Boardroom. It will be followed by the Annual Industry Dinner, at the Ascot Quays Apartment Hotel, 150 Great Eastern Highway, Ascot. The evening will commence with pre-dinner drinks at 6.30pm. AGM notice and dinner invitations will be mailed mid-July.

An exercise to test how well WA could contain a foot and mouth disease (FMD) outbreak would help WAPPA identify how to better protect members in case of the real thing, according to WAPPA Vice-President, Richard Evison of Albany.

He was one of several industry liaison officers (ILOs) on the ground during last month's Exercise Wild West which aimed to develop skills and identifying resources needed to tackle an emergency animal disease outbreak. Mr Evison said there were several issues WAPPA would need to follow up in wake of the FMD exercise conducted in the Bunbury and Albany areas in May. Data protection laws to protect privacy had made it difficult to determine who pig producers were and where they were all located during the exercise. Mr Evison said WAPPA would also need to review the amount of compensation producers would receive in an exotic disease outbreak. Stock was undervalued for compensation purposes in the exercise. Mr Evison said one issue that stood out during Exercise Wild

West was how producers would get feed in and out of restricted areas.

"WAPPA could play a role in helping members gain permits to move feed. WAPPA is looking at how best to serve members' interests if there was an FMD outbreak."

DAFWA hosted and co-ordinated what was WA's largest animal disease training activity. It included rapid response teams and 180 people from within and outside WA. FMD was used in the exercise because it's a major disease of concern and is endemic in more than 50 countries.

An FMD outbreak the size of the UK outbreak in 2001 would cost the Australian economy about \$15 billion. Mr Evison said FMD would have a particularly big impact on WA's export dependent pig industry.

"We are looking at this exercise as an insurance policy," he said.

Mr Evison was a pig producer in the UK during the 2001 FMD outbreak and said that while his pigs were not directly affected, his farm was subject to restrictions.



LEADING ANIMAL NUTRITION INTO THE 21ST CENTURY

↳ SPECIALISED S.E.W. PRE-STARTER CRUMBLES

↳ COST EFFECTIVE RANGE OF PELLETTED FEEDS

↳ CUSTOMISED CONCENTRATES

↳ QUALIFIED NUTRITIONIST

↳ SQF 2000 ACCREDITED QUALITY SYSTEM



Rick Fice – Market Manager Pig Feeds

Tel: 08-9350 7000 Fax: 08-9350 7001 Mob: 0407 916 711

Daph's APL Kitchen

by Daph Kavanagh,
State Manager,
Australian Pork Limited

I recently attended 'A luscious pork lunch' at Incontro restaurant, riverside at South Perth where my taste buds were treated to a variety of dishes made using moisture infused (MI) pork.

I shared a table with Lui Rinaldi of PPC, Andrew Mostyn of PPC parent, Craig Mostyn Group, Russell Cox of WAPPA, Yvonne Gelly of the Catering Institute of Australia, Rini Margawani of Venturetech and Brendon Cant, publisher of 'WAPPA Pork Yarns'. Everyone was positive about the future of WA's pork industry. MI pork is definitely a positive addition to WA's

pork industry. The added moisture ensures a juicier, tenderer, more flavoursome product. Ultimately, it means a more pleasant, memorable experience for consumers, which will hopefully entice them to buy more. Another bonus is that if MI Pork is cooked correctly taste buds will also be tantalised like mine were, however that was with the help of three excellent chefs.

Luckily, because of the process MI pork has undertaken anyone cooking it can appear to be an excellent cook. The great thing about MI pork is that it's easy to cook with and hard to over cook. I suggest you purchase some MI Pork and cook a roast for a juicy pork experience.

Bon Appetit!

Cooking instructions

- MI pork's cooking, storing and freezing should remain the same as other fresh pork products.
- However, even if overcooked, MI pork will result in a more palatable product than traditional fresh pork.
- It's recommended that all pork

products be cooked on a medium heat to a safe internal temperature of 71°C.

- When cooked to 71°C, there may be a faint pink blush internally and the meat remains very juicy.
- Storage and freezing of MI Pork is the same as with other fresh pork.



The foursome who prepared the luscious pork lunch were: (L to R) Peter Manifis of Incontro, Don Hancey of Njoi Olive Oil, Liza McRoberts of Zafferano Wines and Lee Martin of Oceanus.

PPC's Chilling Pork Singapore Style



Intimately knowing its Asian customers' needs and developing strong alliances has been successful for the export arm of PPC Wholesale Foodservice (PPC).

WA's largest pig meat processor and exporter, PPC has grown its WA fresh pork export market to Singapore from \$7 million in 2001/02 to more than \$20 million in 2005/06. Fresh pork from the Linley Valley abattoir to Singapore comprises up to 52% of the total fresh Australian pork into Singapore.

PPC's main Asian customers are Jordon International, one of Singapore's largest pork processors and SAHE Food Enterprise. PPC Agribusiness Manager, Lui Rinaldi said PPC had increased its presence in Singapore and other Asian markets by developing strong customer relationships and alliances.

"We've worked hard to nurture relationships and build trust. PPC is committed to maintain supply and not cut back when the domestic market is peaking. It's something our customers' value," he said.

PPC weekly air freights 1400 chilled pork carcasses to Singapore from its export processing facility at Wooroloo. PPC's Asian customers also value the consistent quality of the pork, which is

dressed to their specific requirements.

"Linley Valley pork is one of Singapore's most preferred Australia pig-meat brands," Mr Rinaldi said.

"State-of-the-art technology to improve carcass dressing and pig-meat colour were incorporated into the design of the new facility when we refurbished the abattoir. Those design inclusions are now paying off."

The former WA Meat Marketing Co-operative (WAMMCO) abattoir has undergone a \$12 million transformation in the past three years and is emerging as one of Australia's most technologically advanced facilities. Its offal plant has opened up new export markets into Asia, enabling Linley Valley to supply overseas customers with product they were previously unable to access.

Chilled and frozen specialty offal products go to Singapore, Hong Kong, China, Thailand and Korea. PPC has also worked hard to nurture relationships across the international supply chain, from its WA Growers' Alliance, to freight carriers

ers and overseas customers.

"Producers, feed companies, nutritionists, genetics companies, veterinarians, freight carriers and

our staff all play a vital part in the quality product we supply to our Asian customers, and the local market," Mr Rinaldi said.

intervet
Your reliable vaccine supplier

- Improved efficacy claims¹ to protect your pigs
- Improved packaging for economy² and convenience
- Same great value and quality

Great Company for Farmers **intervet**

¹ECOVAC, ECOLIVE, LEVAVAC
²ECOVAC, ECOLIVE and LEVAVAC available in PET bottles, 500 mL and 250 mL

All correspondence, including Letters to the Editor, should be addressed to:

WAPPA, Suite 1, Pastoral House, 227 Great Eastern Hwy., Belmont, WA 6104 Tel: 08-9479 7315 Fax: 08-9479 7317

Email: russell@wappa.com.au Web: www.wappa.com.au

PUBLISHER'S DETAILS

Managing Editor: Brendon Cant Editor: Trent Carslake

WAPPA Pork Yarns is published quarterly by Brendon Cant & Associates Tel: 08-9384 1122 Fax: 08-9384 1121 Email: bcapr1@inet.net.au on behalf of the WA Pork Producers' Association.

The publisher and the Association accept no responsibility for the views expressed and suggest growers seek independent advice before acting on any information contained herein.