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WITH COMPLIMENTS OF THE WEST AUSTRALIAN PORK PRODUCERS' ASSOCIATION • SEPTEMBER 2005
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Cooler Change at WAPPA as Dent Makes Mark

Cuballing producer Graeme Dent is the new WAPPA President, replacing Stuart Coole of Boyup Brook, who stood down at the recent annual general meeting after two years at the helm.

He remains on Executive, with Vice-President Richard Evison of Albany, Treasurer Errol Howard of Wannamal and newly elected Darren Edwards of Popanyinning. Presenting his President's report to about 25 producers and others at Pastoral House, Mr Coole said WAPPA's newly elected Executive for 2005/06 will be charged with the very serious responsibility of reviewing the Association as it moves forward.

"Although at the forefront of progressive livestock production systems over the years, our industry has tended to let itself slip a little in some ways.

"Not often enough do we encourage partnerships with business, industry and the community so we can collectively move forward.

"We all have a hand in a great industry, with a fabulous modern product that is in greater demand across the world than any other meat, so let's get on with the job now and feed the hand that feeds us."

WAPPA Executive Officer, Russell Cox, presenting his report to the AGM, identified the major challenge facing WAPPA, as an organisation was to define its role as a professional body representing the WA pork industry.

"This may require engaging a wider range of stakeholders capable of impacting positively on the present and future productivity and sustainability of pork production in WA," he said.

Mr Cox added that for the WA pork industry to prosper, it needed a coalition of the willing.

"In other words, we need everyone pulling together to achieve common aims and hit targets."

Key issues addressed by WAPPA in the last year included the Productivity Commission Inquiry, biosecurity (PMWS), national environmental guidelines, APIQ Program, model code of practice for pig welfare, country of origin and home grown labeling and the commencement of developing an Emergency Animal Disease plan for the industry. After the AGM and general meeting, WAPPA held its annual industry dinner at Ascot Quays.

Attended by about 125 people, including WA Agriculture Minister, Kim Chance, it featured Vince Garreffa of Mondo Di Carne as keynote speaker.

Dinner sponsors included Wesfeeds, Milne Feeds, Australia Pork Limited, Bio John Animal Health, Computing Australia, D'Orsogna, Watsonia, Hyfarm Genetics, Intervet, Pfizer Animal Health, PIC Australia, PPC Linley Valley, Portec and Poultry Farmers of WA Co-operative.



Butcher, self-taught chef, media-junkie and meat raconteur Vince Garreffa, Mondo Di Carne, addressed the WAPPA industry dinner, focusing on quality of presentation, pride in product and the benefits of 'selling the sizzle'. He informed the dinner on how people who associate a particular food product — in this case veal from a south-west farm — with unsurpassed and consistent quality, will not balk at paying 'top dollar'. Vince used his 'White Rocks' veal success story as a template, making the point that when quality is your point of difference, price almost becomes irrelevant. He also commented on the quality of the menu at WAPPA's dinner, in particular the fact that it featured eight or so quality pork dishes.

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Residue Monitoring – A Market Necessity

Australian Pork Limited (APL) is recommending that the residue monitoring component of the carcass levy be increased to 17.5 cents.

At present, 8.5 cents of the carcass slaughter levy is allocated to residue monitoring, but this isn't enough to cover program costs because the levy hasn't been adjusted since its inception in 1993 and in the past 12 years total inflation has been over 34%.

At WAPPA's 2005 annual general meeting, a motion was passed that WAPPA reluctantly agreed to support the proposed levy increase for the National Residue Survey (NRS) Pig Monitoring Program. In supporting this proposed increase, the Association requested that it be phased in over three years, with APL contributing to any shortfall in this period from its own reserves.

Residue monitoring is essential to keep markets for Australian pork products open. Our trading partners, health authorities and consumers need to know that Australian pork products do not contain residues of agricultural and veterinary chemicals (such as pesticides and antibiotics), environmental contaminants (including heavy metals) and other substances of possible concern.

Expensive Alternatives

Other alternatives to the residue monitoring levy would be more expensive and not running a testing program is not an option because it is a requirement of the Australian Standard for Hygienic Production of Meat and also for export certification, that industry has to participate in residue testing. This new rate would ensure that the program would be fully funded and would restore

the program's reserves (as required under the National Residue Survey Administration Act 1992) over the next seven years. If producers don't support the levy increase, the Government will suspend the residue monitoring program. If this happens, Australian Quarantine Inspection Service will be unable to provide certification to our export markets, forcing them to close.

Domestic markets would also be affected as residue compliance of meat produced at the domestic abattoirs is based on participation in the NRS (under the Australian Standard for Hygienic Production of Meat and Meat Products for Human Consumption). The APL website also has some comprehensive information on the NRS program and the residue program levy at www.australianpork.com.au. APL encourages all producers to raise issues and questions by contacting either Amanda Reagan in the APL Policy Division on 1800 789 099 or their delegate.

Home Truths About Labelling

by Russell Cox, WAPPA Executive Officer

The HomeGrown labelling campaign was the subject of discussion at the annual general meeting in 2004 and at the subsequent WAPPA general meeting on October 22, 2004.

At this meeting, industry was advised that there would be a launch of this campaign in WA.

WAPPA has sought and received the following advice on Australian HomeGrown's foray into WA: HomeGrown will hold an information session in Perth on September 29 as part of a national road show circuit held in all major capital cities.

HomeGrown is currently negotiating the national launch, planned for late 2005, with all supermarket chains and is also finalising its marketing campaign and media budget, which will commence in conjunction with the national launch.

Manufacturers and producers of Australian grown products are currently being signed up to be involved in stores for the national launch.

WAPPA Membership

WAPPA can become a member of HomeGrown. Membership is simple and free and benefits are that the members of HomeGrown are similar to shareholders of the company.

Members may also nominate a Director from within their organisation. There are set positions on the HomeGrown Board reserved for Member Directors. WAPPA can become a licensee, enabling it to use the HomeGrown logo in the generic promotion of pork products in WA and also work within the campaign to promote our industry.

Members of WAPPA who have a branded product within the supermarkets can join the HomeGrown campaign as licensees. HomeGrown will work with supermarkets in WA to promote HomeGrown licensees' products and spread the HomeGrown message, similar to promotion in other states.

In the interests of producers, WAPPA will attend the HomeGrown information session on September 29 at the Sheraton Perth Hotel, from 10am to 11.30am.

Productivity Not WA's Problem

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, WAPPA President Stuart Coole said most of WA's 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.

Single Desk

"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 Asia. 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."

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PRESIDENT'S ADDRESS

by Stuart Coole, WAPPA President, as presented to WAPPA's 2005 AGM

Our year has rounded off with a reality check: the Productivity Commission (PC) report, released only last week, found that current government adjustment measures for the pork industry are adequate.

The PC report also rejected our industry's calls for trade restrictions in our fight against increasing imports.

In saying so, it effectively argued that the assistance provided to overseas pork producers was similar to the government help received by Australian farmers.

According to Agriculture Minister Peter McGauran, the grants have included: \$2 million for the Pork Market Improvement Program; nearly \$26 million for the Pork CRC and \$645,000 for an environmental management systems project.

McGauran also noted this was on top of the \$24 million adjustment package the Government provided the industry between 1998 and 2002.

Report Slammed

While APL has quickly come out in the media and slammed the PC report, WAPPA and myself, at the time of writing this President's

report, have not had time to read, in sufficient detail, what is a substantial document.

We would therefore prefer to delay our comment until we can give a very measured, considered and productive response on behalf of WAPPA members.

No doubt, the 2005 AGM will generate debate and discussion on this and the other key issues of the past year. The AGM and subsequent GM are exactly the right forums too for such dialogue.

WAPPA Review

Although WAPPA is an organization which pays its own way, via fee for services paid by producers, we, effectively, still have to put our hands out each year to the Agricultural Produce Commission (APC), basically for them to approve how we propose to spend our money.

This is where I see both a challenge and an opportunity.



It would be remiss of me not to point out to all of you on this our most important day of the year, that the APC has asked that WAPPA review our role in the industry in the coming year, even suggesting we redefine it.

WAPPA's newly elected Executive for 2005/06 will be charged with this very serious responsibility, but it is my wish that they see it as an opportunity not a problem.

Our industry, although in many ways at the forefront of progressive livestock production systems over the years (our early carcase classification is an obvious example), has tended to let it slip a little and become a receiver and not a giver.

There is a perception out there, I think, that we hold our hands out too often, waiting for someone else to give us something.

Some would suggest we are also too quick to 'smack' anyone or anything we perceive to be doing us harm.

Not often enough do we offer our hand to encourage and welcome business, industry and community partners who can collectively help us move forward.

We all have a hand in what is a great industry, with a fabulous modern product that is in greater demand across the world than any other meat, so let's get on with the job now and feed the hand that feeds us.

WA Labelled Pork

WAPPA recently completed a submission to the State Government's Economics and Industry Standing Committee inquiry into the Production and Marketing of Foodstuffs.

The emphasis of the submission was on Country of Origin Labelling (CoOL), which has received extensive coverage in both the local and eastern states media.

WAPPA concludes it is important that consumers can identify imported products and determine to what extent they are used in processed pork products sold in Australia, particularly in WA. Consumers need to have sufficient information to base their purchase decisions on, which they do not have with current legislation.

WAPPA recommends the state government should strictly enforce and audit food labelling under the Food Safety Code. The move to make CoOL labelling mandatory will only be as effective as the system that is in place to enforce it. The Government needs to be more assertive in this area.

WAPPA supports mandatory CoOL labelling for both packaged and unpackaged pork products to identify both the origin of content of a product and also to identify the proportion of content in a product that is of domestic origin.

It is essential that consumers also have accurate information regarding both the whole food and the individual ingredients enabling consumers to make informed purchase decisions.

Import Export Report

Pork exports have grown from 65 tonnes in 1997/98 to 9928 tonnes in the last financial year.

Exports, since 2003/04, have increased by 1422 tonnes to 9928 tonnes, meaning that the value of exports was \$34,029,000 at an average of \$3.42/kg.

Imports of 7814 tonnes represented 18% of WA's production, with exports representing 22% of production.

Exports since 2001 have totalled 30,949 tonnes, which generated export earnings of \$113,810,00 at an average price of \$3.71/kg. Nationally, imports for the 12

months to June 2005 were 81,596 tonnes, valued at \$323.6 million, representing an increase of 21,240 tonnes on the 60,356 tonnes imported for the 12 months to June 2004 and 37,178 tonnes in the 12 months to June 2003 of 44,418 tonnes.

Exporters and Department of Agriculture Trade Officials continue to work diligently to maintain these existing markets, particularly the Singapore market, which is the destination for most of WA's exports.

Increased demand for pork in the Asian region has created extra competition in the region from Danish and North and South American exporters.

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DAPH'S APL KITCHEN

by Daph Kavanagh, State Manager,
Australian Pork Limited

It's time to get outside and smell the flowers because spring is here, which means we should be finding excuses to get outside and enjoy the beautiful spring weather.

Picnics, barbecues and garden parties are great events for spring and to make your next outdoor event a successful one I have found a tasty pork kebab recipe for you.

This pork kebabs can be served over a bed of wedges as a main or on their own as a very tasty and delicious finger food.

This recipe is perfect for social occasions where you want to mingle and not get stuck in the kitchen because it can be prepared quickly and cooked even quicker.

Bon Appetit!

Pork and Mushroom Kebabs with Black Olives

Serves Four

Preparation Time: 15 mins

Cooking Time: 6 mins

500g lean diced pork pieces (2 cm x 2 cm cubes)

1 clove garlic, finely chopped

2 tbs finely chopped fresh Italian parsley

1 tbs finely chopped pitted black olives

1 fresh lime 60 ml

(1/4 cup) olive oil

Cracked black pepper

200g Swiss brown mushrooms, cut into pieces

8 skewers soaked in water 1- 2 hours

Combine garlic, parsley, olives, grated rind and juice from lime and oil season to taste with pepper. Thread pork and mushrooms onto skewers: about 3 pieces of mushroom and pork per kebab. Cook on lightly oiled BBQ or grill over a medium-high heat for 5 - 6 minutes (turn 2 - 3 times) or until the juices run pink to clear when pierced with a skewer. Brush kebabs twice during cooking with oil. Serve kebabs and spoon over the remaining black olive garlic oil. Serve with potato wedges and salad.



Enjoying WAPPA's 2005 industry dinner were APL's Daph Kavanagh and David Mogford.

2005 WAPPA Dinner



Enjoying the WAPPA industry dinner at Ascot Quays were Colleen and Terry Bassula, Dorsogna and Robyn and Steve Lyneham, Popanyinning.



At the WAPPA industry dinner were Ian Spencer, General Manager of Wesfeeds, Roy Christmass of Pinjarra, and Riek Fice of Wesfeeds.



Agriculture Minister Kim Chance with wife Sue and Lola Wilson of Perth at Ascot Quays for the WAPPA industry dinner.

Words From Retirees Anne & Jim Graham



WAPPA Executive Officer Russell Cox at WAPPA's industry dinner with Anne Graham (left) of Pinjarra and Gay Keene of Gingin.

We would like to thank everyone involved in the industry for the kindness, support and friendship shown to us over the past 33 years. We wish you all good luck for the future and hope our paths will cross somewhere down the track.

Regards, Anne & Jim.

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