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Protecting Australian producers from ASF

WITH African swine fever at the forefront of Australian pig farmers' minds, newly appointed Australian Pork Limited policy director Heidi Reid believes industry and government are working hard to ensure preparedness and response arrangements are firmly in place to mitigate the risk.

"While our number one priority is to keep Australia ASF free, it is also crucial that our industry has the appropriate tools in place to respond to an ASF incursion," Ms Reid said.

"This requires significant investment and a strong partnership approach between government and industry to ensure our systems are robust and responsive, and our pigs are protected."

Ms Reid noted that Aus-

tralian pork producers benefit from the existence of the emergency animal disease response agreement, which binds governments and affected animal industries to an agreement to ensure adequate preparation and a fast response to an introduced exotic animal disease.

"The EADRA guarantees pig producers are treated the same, regardless of their location," Ms Reid said.

"It requires APL, the Commonwealth and all state governments to negotiate on the details of a response, such as whether movements need to be restricted, which properties require quarantining, which pigs should be culled and how much compensation is to be paid."

"Regardless of which

state or states the disease may be found in, all parties to the EADRA will fund the response."

Ms Reid noted that the various swine compensation funds that have existed over the years pre-date the EADRA, and were necessary to ensure producers could guarantee government funding of a response.

"However, this function is now provided through the EADRA, which stipulates the combination of government and industry funds that are to be used to pay for the response."

As an example, ASF does not require more than 50 percent of total costs to be paid by industry, with this amount capped at 1 percent of the yearly gross value of production.

Several states still maintain a swine compensation fund as a vehicle for preparedness, surveillance and response activities, including compensation in the event of an exotic disease within the relevant jurisdiction.

How these funds operate is separate to the EADRA process and APL policy.

"In the context of the global spread of ASF and the threat it poses to Australia's pork industry, APL is working effectively with Animal Health Australia and relevant jurisdictions to ensure all aspects of our ASF readiness systems are fit for purpose.

"We're determined to ensure pork producers and the national commercial pig herd have the strongest possible defence frameworks in place to protect our industry from the range of threats ASF poses," Ms Reid said.



Newly appointed Australian Pork Limited policy director Heidi Reid.

The best of the pork industry

THE best of Australia's pork industry has been on show since I joined Australian Pork Limited in August 2019.

In that time, we've seen the resilience and entrepreneurial agility that has enabled the industry to persevere in the face of unprecedented supply chain disruption and the ominous threat of African swine fever.

Also evident is the fact that being on the front foot for an industry body such as APL, isn't only about being able to better navigate challenges and help seize opportunities arising from a disruption the scale of COVID-19, it also means we share with our members a proactive, at-the-ready attitude in relation to ASF.

Amid the trials, producers and our supply chains have upheld a collaborative culture driven by shared priorities, which engenders unified aspirations and a progressive vision for the future.

The sense of industry solidarity is one of APL's most powerful assets because it means when we're engaging with government or other external groups, the Australian pork industry is heard loud and clear via a united industry voice in APL.

APL staff have continued to enjoy enormous support and encouragement from producers over the past 12 months.

There is a clear consensus that producers identify strongly with APL, which galvanises our team's determination to continue to pro-



Point of View

by MARGO ANDRAE CEO



mote and strengthen the Australian pork industry.

With that in mind, in August APL welcomed well-known industry member Dr Rob Smits as General Manager, Research and Innovation.

Dr Smits comes to APL after four years as Research and Innovations Manager at Rivalea Australia and more than 30 years' experience in the industry. Dr Smit's appointment fills the vacancy created by Dr Heather Channon's commencement as National Feral Pig Management Coordinator, a Federal Government initiative managed by APL.

Research and innovation are the key to unlocking many of the opportunities that boost on farm productivity and profitability, while ensuring the consumption of Australian pork continues to enjoy considerable growth.

APL knows the leading role it plays to collaborate with industry members who are future-focused and committed to upholding transparent, science-driven animal health and welfare standards.

Technological development and commercial adoption combined with business innova-

tion means value chain can continue to grow, while we concurrently increase our production and reduce our carbon footprint.

One of our advantages is that, compared to some other meat and protein sectors, the Australian pork industry is relatively small.

That's not to say that a sector directly employing 35,000 people is not economically significant, it just means we have a culture – both at the farm gate and throughout the supply chain – of agility and innovation.

In the past decade alone, domestic consumption of fresh pork has increased by 35 percent, and this has helped the value of Australia's pork industry grow from \$3 billion in 2012 to \$5.3 billion today.

What's more, we want to generate a further \$1 billion in value in the next five years.

Much of that growth will be achieved domestically, which accounts for about 90 percent of the market currently, but sustainable export opportunities will also be a valuable market option for our product.

When domestic foodservice markets abruptly ceased earlier in the year, consign-

ments of product to Southeast Asia helped played an important role in easing some supply chain pressure.

ASF is disrupting the global pork trade, which is creating growth opportunities for Australian pork in markets such as Vietnam and Hong Kong, all while volumes of product from major exporters like Denmark are being diverted away from Australia to meet supply shortages in China.

While we continually seek to sustainably increase our total production to capture new market opportunities, our piggeries' carbon footprint is now 60 percent lower than it was 10 years ago.

Notably more farms are becoming self-sufficient energy generators by processing methane produced on farm.

Such forward-thinking on farm investment is a powerful example of the dividends we gain from collaborating with other industries' research and development corporations to make technology commercially applicable.

Our innovative culture means we're exploring new markets, adding greater whole-of-pig value by capturing opportunities in nutraceuticals and other emerging industries.

These new frontiers are exciting, and APL will play a leading role in working with producers to unlock new markets for our industry.

Nonetheless, we won't take our eye off the main prize – our bold but achievable mission to make pork the most consumed meat in Australia.



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Pork Industry Calendar of Events

2020

JUL-OCT – 2020 High Quality Pork '20 Seminars – MSD Animal Health <https://msd.doblem.net/hqp20-europe>

SEP 15 – ASF WEBINAR with Dr John Carr, E: research@australianpork.com.au

SEP 19-22 – ONLINE The Allen D. Lemans Swine Conference, Saint Paul, Minnesota, US ccaps.umn.edu/allen-d-lemans-swine-conference

SEP 22 – ASF WEBINAR with Dr David Champness E: research@australianpork.com.au

SEP 24-26 – Animal Health Innovation Asia, Toykyo, Japan animalhealthasia.com/events

2021

MAY 25-26 – RESCHEDULED British Pig and Poultry Fair Warwickshire, UK www.pigandpoultry.org.uk

JUN 9-10 – RESCHEDULED Alberta Pork Congress, Alberta, Canada albertaporkcongress.com

JUN 9-11 – World Pork Expo, Iowa, US www.worldpork.org

AUG tbc – Kingaroy Baconfest www.kingaroybaconfest.com.au

How to supply event details: Send all details to Australian Pork Newspaper, PO Box 162, Wynnum, Qld 4178, call 07 3286 1833 or email: ben@collins.media

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HAVE YOUR SAY!

All producers are encouraged to send in letters to be published in APN, outlining any concerns or issues they may have with the industry.

This is an open forum where you can cover any topic, whether for or against an issue.

Please send your letters to: ben@collins.media or PO Box 162, Wynnum QLD 4178

Changing for the better in Research & Innovation

OVER the course of the past few months the Australian Pork Limited Research and Innovation team has made significant progress, which may not be evident externally.

First, we have recruited a new General Manager R&I, Rob Smits, who joined us recently to lead the team looking after research programs: production innovation – Rebecca Athorn, production stewardship – Lechelle van Breda, integrity systems – Vaibhav Gole, and climate friendly farming – Gemma Wyburn.

Welcome Rob – we look forward to an innovation programme full of wise investments.

It is great to have a team with both depth and breadth.

Second, the interruptions of COVID-19 not only caused the delay of many research projects, but also freed up funds to start investing in bolder more potentially transformative projects, such as finding ways to extract pure protein, collagen or calcium from parts of a carcass that are low value in Australia.

This may enable us to diversify markets.

An additional project, aimed at prevention of African swine fever in Australia, involves investigating the amalgamation of data from many sources and using the skills of experts in data science.

Learning from international money-laundering and internet crime, we are working out whether we can push back Australia's biosecurity borders to the port of departure, rather than the Australian port of arrival.

An example of what may be possible is pictured, using publicly available data sets.

'World: mail & ASF outbreaks' identifies the source of the majority of mail coming into Australia from the US, China and the UK, in combination with where ASF outbreaks are.

'SE QLD: piggeries, feral pigs & waste sites'



Executive General Manager – Operations

by PETER HAYDON



shows where the post is delivered to in Queensland and assumes that if pork products were contained in incoming post, they would get to pigs via waste processing plants, as illegally imported pork would be eaten or thrown away.

The data then plots where much of the post goes and cross-references the locations with where waste processing plants are, and in relation to feral pig sightings.

This then leads to identifying areas in Australia that may be at higher risk.

In addition to working hard on the prevention of ASF entry, the endeavour to ensure we are prepared for an ASF incursion continues.

This includes learning from best practice strategies, both at home and overseas, on how to euthanise, dispose and disinfect properties and trucks in the advent of ASF.

As mentioned in last

month's article, this is bolstered by two industry liaison officers.

The first ILO Kirsty Richards, a part-time transfer from SunPork, is focussed on government interaction with our new policy director Heidi Reid, educating regulators on how our industry works.

Lechelle van Breda and Kirsty are working together to provide content to help producers become ASF ready, and are integrating government views with the Australian Pork Industry Quality Assurance Program review to seek feedback from producers on how best to ensure our industry is prepared.

They are also providing content to the other ILO Tony Abel, ex-APIQ and product integrity manager, who has returned on a part-time basis to focus on smaller producers who tend not to be APL members.

Finally, this ASF team continues to work with

regulators to compile agreed manuals and compensation models, both of which were out-of-date.

So, while there is still a great deal to do, we have actions and deadlines, and are making progress.

APL has also appointed an external expert to review the research and development of the past 10 years, to identify research that may not have met its adoption or commercialisation potential.

There is a large bank of research, which should be reviewed periodically to ensure insights have not been missed, adopted then forgotten, or are relevant now.

Finally, we have trawled through the archives and asked long-standing members from our community to highlight which insights have potential and should be adopted.

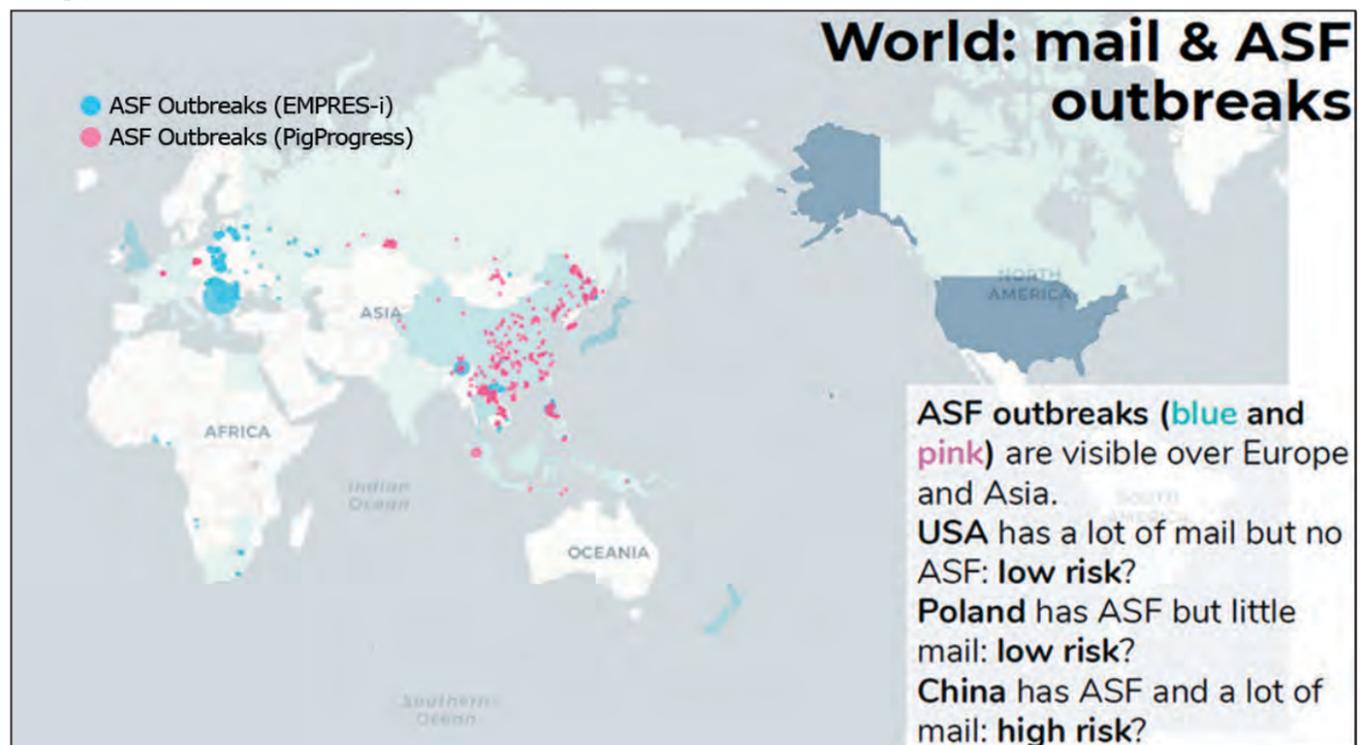
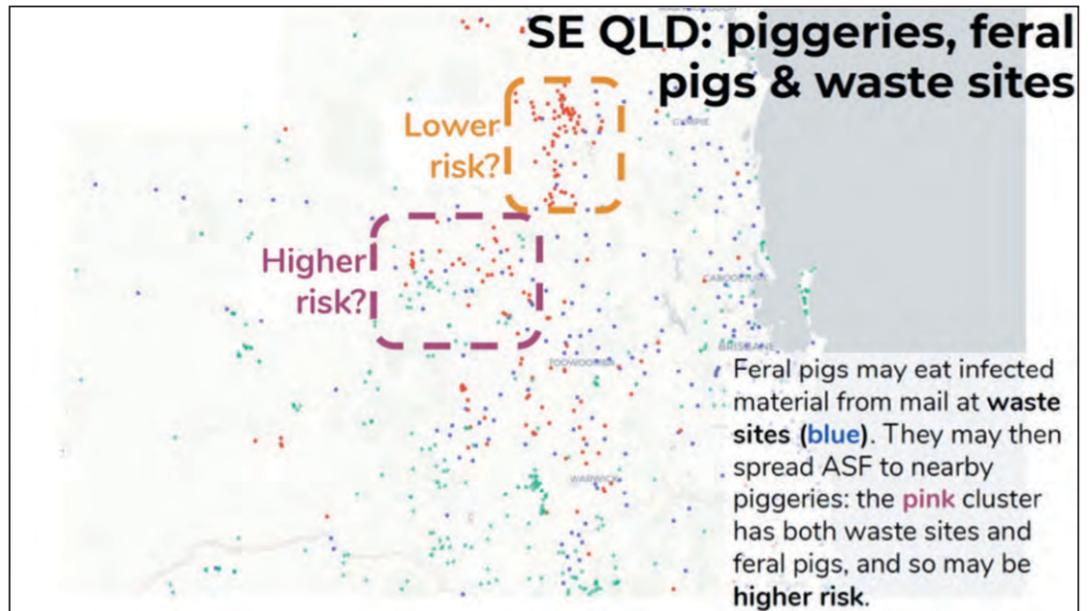
We plan to focus on the top 10 by consultation and then ask each APL member, their vet or nutritionist who has adopted what.

This will help us focus and tailor future extension activities.

That is a big job and APL members can expect this to be a topic raised in a producer relations call late September or early October. ☺



APL General Manager R&I, Rob Smits.



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Pork glorious pork



Boiled pork tongue.

I'VE lately been really enjoying pork in many of its glorious forms, including chorizo sausages, shoulder roast, tongue, black pudding and, of course, the obligatory bacon – the latter, as always, from smallgoods supremo D'Orsogna via my local South Fremantle Woolworths.

The chorizo sausages and the black pudding have been sourced from Argentinian chef, and food truck and catering star, Javier Sin.

The shoulder roast and tongue have come from a local Italian owned and managed IGA store that has simply the best range of offals, hence why I frequent it when I feel the need to load up on these almost old-fashioned delights.

I say old fashioned loosely because the fact is nose to tail eating, including organs, has had a welcome resurgence of late.

Back in the day, my 1930s born dad (RIP Ray) loved nothing better than a big breakfast of kidneys on toast, lunch of cold tongue and mustard sandwiches, and dinner of tripe with white sauce.

As for mum, well let's just say she cooked it and cooked it well and was happy that he was happy.

As for the Linley Valley Pork shoulder roast, it was an attractive buy at \$6 a kilo.

So for about \$15, I fed a few guests on the weekend and had the last of it mid-week – you guessed it, with mustard in a toasted sandwich – just superb.

Like wine and curry, a pork roast gets better with age – up to a point.

The chorizo sausages I buy from Javier at \$24 a kilo, they're long and fat



Cant Comment
by
BRENDON CANT

and I get around seven for that weight.

Argentinean-style chorizos are thick, fresh pork sausages and one of the most popular street foods in Argentina.

Javier has his made using his own recipe of 100 percent free range fresh pork and a balance of fresh spices and fruity wines.

His chorizos are gluten and dairy free and have no preservatives.

While best baked in the oven and served with veggies, I often lack the patience and typically fry them in a pan with eggs and tomatoes for breakfast.

I do a similar thing with Javier's tasty Argentinian morcilla, better known to me as black pudding.

I acquired a taste for black pudding many years ago from my father and have enjoyed it annually at the local Irish Club for St Patrick's Day, and a few times in between when I can get it.

Javier recently delighted me with a trial of morcilla

ravioli pieces.

For his next batch he'll probably add ricotta and nuts, his thinking being that ravioli simply filled with black pudding might be a little much and too rich for some customers.

Though not for this epicure – I devoured them.

Always a fan of beef and lamb tongue, I've rarely bought pig tongues, but must say I enjoyed those I purchased from IGA.

I did nothing fancy with them – I simply boiled the tongues, let the water cool before skinning them, then cut the meat into thinnish slices and ate them with a dash of salt and pepper.

Recently, I trialed some beef tongue from Javier too.

Cooked in spices – it also went down a treat.

Speaking of Javier – as I have done at length because he deserves to be recognised beyond here in the west – I can tell you he started his long career as a chef in Argentina, which is where he discovered his passion for food and hospitality.

As with the majority

of Latin Americans, he is all about passion, be it food, wine, life, music, you name it.

He began his career at a popular Italian restaurant in Buenos Aires before travelling and working in restaurants in Spain, New Zealand and Australia.

Javier has called Perth home for about 10 years, and proudly represents his culture and experience with his business El Argentino.

Check it out on the web and Facebook.

For him, it is essential to respect and honour national ingredients and use the correct cooking techniques in order to create the most authentic Argentinian experience.

I am obliged to declare why I too am passionate about Argentinian life and food.

In 1991, I spent time in that luscious country, mostly in BA on a Rotary International group study exchange.

While sometimes it was a struggle to find a good salad, I had no trouble finding good meat.

Hasta luego. 🇦🇷

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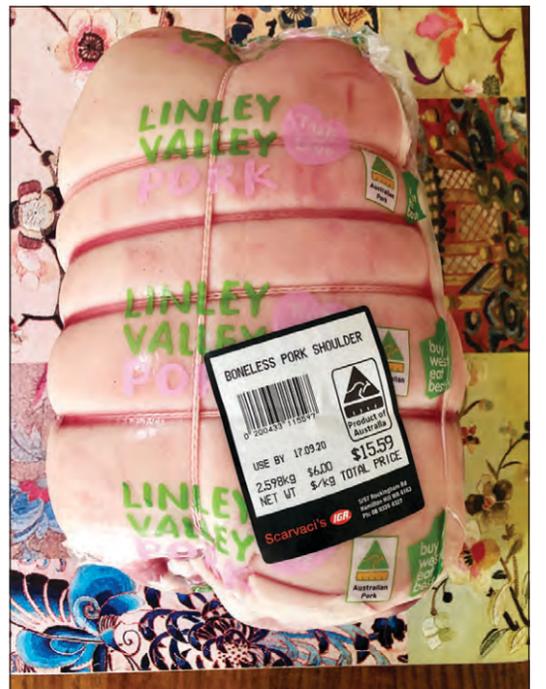
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Black pudding for breakfast.



Argentinian chorizo sausages.



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Naturally ahead

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Antimicrobial resistance: many asking a few to use less

IN Australia there are many groups working on the World Health Organisation global plan to combat antimicrobial resistance.

It is nearly impossible to keep track of them all and it is easy to feel intimidated.

Globally, both large and small producers are being asked to use antimicrobials appropriately.

The welfare and health of human and animal populations relies on judicious decisions that conserve antimicrobial efficacy for the future.

Consistent with the international effort, Australia's national AMR plan asks the meat production sector to use antimicrobials only when necessary, not to stop using them altogether.

To support animal production there are specific prescribing guidelines for food animal veterinarians.

Furthermore, the antimicrobials permitted for use in animal production in Australia are heavily restricted.

The national plan is informed by Australian Strategic and Technical Advisory Group, which is co-chaired by the Australian chief veterinary officer and the chief medical officer.

ASTAG includes representatives from the fields of human health, animal health, food, agriculture and the environment, but it must be said that the animal production sector is unrepresented.

Nonetheless, the guidance to government on antimicrobial use provided by ASTAG is sensible.

It targets efficacy across both humans and animals, and reducing adverse environmental impacts.

ASTAG takes a long-term view.

It looks to emergent threats, prevention and control of AMR, education and training, communication, and state and global partnerships.

ASTAG has developed a list of medicines that are used in animal production.

It has prioritised their importance in human health, and by extension when they should be used in animal treatments.

Veterinarians are guided by the ASTAG list.

The list is specific to Australia because many antimicrobials used elsewhere in the world are not permitted for use in food production here, and the human health AMR priorities are country specific.

The ASATG list is in part at odds with a similar WHO list.

However, this is not an issue for the WHO, which specifically requests countries to develop their own plans.

What is important is that the ASATG list is accepted by Codex Alimentarius Commission, the group governing global trade standards to ensure food safety, quality and fair trade.

Human health antimicrobial prescribing practice has no option but to change.

At stake is the risk of sending medicine back to the Dark Ages, when routine surgical procedures and treatments of infected wounds and cuts would be impossible.

If the meat production sector is sensible, it can stop animal production and veterinary medicine going down the same path.

In Australia, the use of

antimicrobials in human medicine is among the world's highest – that's bad.

Antimicrobial use in animals is among the world's lowest – that's good.

But pork production usage is camouflaged behind about 100 million cattle, sheep and goats, and more than 650 million chickens produced each year – these sectors use relatively low quantities of antimicrobials.

Like it or not, for reasons to do with trade agreements, consumer sentiment, global animal health policy, good citizenship and national policy, Australian meat producers will need to demonstrate reducing levels of AMR.

The most certain way to do this is to reduce antimicrobial usage.

Ways of keeping track of

this over extended periods enables the Australian pork industry to demonstrate its credentials as a

trusted leader in the food marketplace.

That trust is amply demonstrated in Australia

where pork consumption has increased substantially in recent times.

Ross Cutler



Aussie Pumps increases production of drain jetters in response to demand from industries converting to high-pressure water jetting.

Piggeries get jetting

PIGGERIES with issues of blocked pipes and drains often rely on local plumbers to clear those chokes.

Unfortunately many plumbers are still clearing drains using old mechanical methods, which are dangerous, slow and ineffective.

What's more is that the longer the job takes, the more expensive it is.

Aussie Pumps sales manager Brad Farrugia said: "We're out to educate producers and processors that jetters are a fast and effective alternative to clearing drains."

"For example, some producers are now buying their own jetter equipment, so they can take control of the issue rather than relying on external help when they have a blocked pipe."

Drains can easily become blocked when effluent, feed and debris are washed into them.

Aussie Pumps' range of drain-cleaning jetters with high-pressure water jets unblock drains in minutes.

These not only clear blockages but flush pipes at the same time.

The jetters are available in both 4000 and 5000 psi options as Class A machines, which means that operators do not need to be certified to use them.

The range uses Honda and Vanguard petrol engines, with diesel-drive versions for remote communities.

Each unit is fitted with a heavy-duty steel reel with 60m of Aussie Pumps' high-pressure sewer cleaning hose.

An 'Aussie nozzle box' is supplied as part of the kit to tackle virtually any drain-cleaning task.

The nozzle selection includes a turbo mulcher for stubborn chokes.

"The bonus for piggery operators is that a drain-cleaning jetter can also double as an extremely effective pressure washer too," Mr Farrugia said.

"So, you're getting two machines for the price of one."

Further information on Aussie Pumps' Cobra range of drain-cleaning jetters is available from aussiepumps.com.au and Aussie Pumps' gold distributors in Australia and throughout the South Pacific.

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Keeping an eye on sow mortality

IN recent years, reducing sow mortality has been a focus in Denmark, with the goal of attaining a national average of 9 percent maximum.

This reporting group involves sows that have been euthanised on farm, sows that have died naturally and sows sent to slaughter with an injury – sows that have been culled are accounted for elsewhere.

Many of the on farm sows are euthanised due to lameness, leg issues, leg injuries or a combination thereof, as are those sent to slaughter that are considered fit to travel.

Of the sows that have

died naturally, the typical reasons for death include heart problems, digestive tract issues or farrowing stress and complications.

However, even with autopsies conducted by vet-

erinarians, up to one third of natural deaths are from unknown causes.

Danish farmers have experienced successful outcomes and significantly reduced their sow

Nordic News

by ASHLEY NORVAL



mortality rate when their focus has been on the following strategies.

Gestation pen mixing

Place younger parity sows in the gestation pen a few days prior to older sows.

This seems to give the younger sows a chance of 'ownership' of the gestation pen before the older and more dominant sows are added to it.

Although a simple mixing strategy, it has resulted in a significant reduction in injuries at the farms using it – not only reducing sow mortality but also gilt wastage.

More frequent observation

Include more frequent observations of sows in the mating and gestation units.

These observations should include making sure each sow is up and walking normally – any not need to be moved to a hospital pen and treated as soon as possible.

Hazard-free pens

Ensure flooring and infrastructure in all pens doesn't contribute to injuries or leg problems.

Sows should be able to walk freely without slipping over in their normal environment.

Body condition and fat coverage

Pay attention to body condition to ensure sows and gilts have the right fat coverage at all stages.

Sows that are too fat have a greater risk of leg injuries, and sows that are too thin are at risk of other injuries, such as shoulder sores.

The only real way to know if animals have the right fat coverage is to scan their back fat depth.

Regular and consistent scanning means you are able to assign them to appropriate feeding curves at the right stages of their life – not only reducing sow mortality but also improving lifetime reproductive capacity.

This also applies to gilts in their development stage prior to mating.

Slaughter facility feedback

Seek feedback from sow slaughter facilities on gastric ulcer prevalence.

This can indicate that the feed being provided to sows is an incorrect particle size, and could be the reason for various sudden sow deaths.

You can also keep an eye on this by regularly using a particle sieve to check the feed being provided is within the recommended size, as feed that is too fine can cause gastric ulcers if other roughage is not being provided.

Using a particle sieve once a month is generally sufficient and should be routine – especially in home mixed operations.

Monitor farrowing regularly

Ensure regular monitoring when sows are farrowing, to ensure manual assistance can be provided as soon as possible to sows in need.

Record the time the sow started farrowing and the time between piglets so that all staff walking past are aware of what stage she is at.

Not only does this help to reduce the stress to the sow, it can also result in more viable liveborn piglets.

Limit heat stress

Try to limit the effects of heat stress.

Obviously this is arguably easier to do in a country such as Denmark, where the climate is generally quite cold as compared to Australia, however the range of temperature experienced by sows in this part of Scandinavia is still 20-25 degrees Celsius between seasons.

Therefore, if the temperature in Denmark reaches 30C in summer, it is still a great stress on the sow.

Managing the temperature in sheds to reduce the extreme fluctuations, in addition to effective and functional cooling systems, can help limit the effects of heat stress.

Implementing all or a combination of these management strategies can reduce sow mortality, and many have additional benefits to the production economy.

For further information on any of the management strategies mentioned, please feel free to contact me at asno@danbred.com



Photo: Christina Warner

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- Once attached to a surface, Z-71 Microbe Shield kills pathogens by a combination of mechanical and chemical actions.
- Spray application delivery ensures superior coverage of all surfaces. Spraying allows top-up on high traffic spots.

Broad Spectrum Activity

- Z-71 Microbe Shield is a broad-spectrum antimicrobial sanitiser demonstrated to be effective against bacterial, viral and fungal pathogens.
- Laboratory tests by Wageningen University in the Netherlands has demonstrated Z-71 Microbe Shield to provide a 4.5 log reduction (99.99% reduction) against African Swine Fever virus in both clean surfaces and in the presence of low levels of organic matter.

Use and the Environment

Z-71 Microbe Shield is non-corrosive, non-leaching, clear, hypoallergenic and approved for food uses in many countries.

Surface Application:

Surface application is a safe, simple and quick process. It is important to use a surface application device that is suitable for the area/s to be targeted. Apiam Animal Health can assist with the initial sanitising process and training of farm staff on how to effectively sanitise facilities.

Appropriate devices can be purchased through Apiam Animal Health.

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Visit Zoonovet.com.au for product information or your **Apiam Swine & Poultry team:**

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Z-71 Microbe Shield has been approved by the Australian Governments' Therapeutic Good Administration (TGA) for use against COVID-19, bacteria and germs on hard surfaces.



* Report on file. The information and recommendations set out in this brochure are no substitute for professional or expert advice and are based on tests and data believed to be reliable at the time of publication. Results may vary, as the use and application of the products is beyond our control and may be subject to climatic, geographical or biological variables, and/or developed resistance. To the maximum extent permitted by law, Apiam Animal Health Limited disclaims all warranties of any kind, whether express or implied, including but not limited to any warranty that the information is up-to-date, complete, true, legally compliant, accurate, non-misleading or suitable. Zoono is a registered trademark of Zoono NZ.

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APRIL funding applications

THE Australasian Pork Research Institute Limited is pleased to announce that it is seeking applications for its Industry Placement Program award and Innovation Projects scheme.

An independent member-based research entity, APRIL seeks to enhance the Australasian pork industry by investing in research and development, education and training, and commercialisation activities focused on priorities and deliverables that ensure the sustainability of Australasian pork production.

The APRIL Board has approved funding for education and training in 2020 to support another IPP award, to join current IPP awardees Dr Jessica Craig from Rivalea Australia Pty Ltd in NSW and Lauren Staveley of SunPork Farms South Australia.

The broad aims of the APRIL IPP are threefold:

1. To retain graduates at honours and postgraduate levels, and attract others to the Australasian pork industry, by sponsoring their placement in a commercial pork production organisation or an affiliated business within the Australasian pork industry;
2. To attract and stimulate graduates with an interest in pork production into the business side of the industry as a career, while continuing their development and understanding of how research and technology will enhance industry competitiveness and success;
3. To expose graduates

wanting a long-term research or technical support role in the industry to commercial aspects of pork production.

APRIL will provide the successful business applicant with \$70,000 over the first two years of a 3-year agreement, to help cover costs associated with mentoring and training the IPP awardee in all aspects of pork production.

APRIL Innovation Projects are open and competitive, and are designed specifically to support 'out of the box' ideas for smart, new approaches to tackle the current and emerging challenges of the Australasian pork industry.

Innovation Projects must demonstrate originality, uniqueness and creativity, establish new concepts or challenge existing ones, address significant challenges or critical barriers to progress, and be able to improve or apply new theoretical concepts, methodologies or tools that will benefit industry.

The assessment of applications will be based strongly on these criteria, and revenue-generating potential, if appropriate, will also be considered.

Collaborative approaches by researchers and industry personnel are strongly encouraged, as are applications from individuals and organisations not necessarily having a direct affiliation with the Australasian pork industry but think a difference can be made.

APRIL Innovation Projects are negotiable to around 12 to 18 months

in duration, have a maximum budget of \$50,000 to \$75,000, and require a minimum external cash co-investment of 25 percent of the total cash cost of the project.

All details including timeframes, an outline of both schemes and application forms can be found on the APRIL website at april.com.au/research/funding-opportunities

Industry Placement Program

Applications must be lodged electronically by the applying organisation – and include the name and qualifications of the proposed candidate – to APRIL Chief Scientist and CEO Professor John Pluske at j.pluske@april.org.au

Any questions on the IPP award and process can be directed to Professor John Pluske at j.pluske@april.org.au or on 0410 436 871.

Innovation Projects scheme

Applications must be lodged electronically to the APRIL Chief Scientist and CEO Professor John Pluske at j.pluske@april.org.au

For information concerning issues facing the Australasian pork industry and links to potential pork industry partners, or any questions on the Innovation Projects scheme, please contact either Dr Charles Rikard-Bell (Manager, Commercialisation and Research Impact) at c.rikardbell@april.org.au or on 0439 513 723, or Professor John Pluske (Chief Scientist and CEO) at j.pluske@april.org.au or on 0410 436 871.



Australasian Pork Research Institute Ltd APRIL

ACCC Inquiry into farmer treatment

THE Nationals have recently secured an historic inquiry by the Australian Competition and Consumer Commission into the domestic fresh food and dairy supply chain, from the farm gate through to the retailer, including examining the treatment of farmers in the marketplace.

Minister for Agriculture and Deputy Leader of the Nationals David Littleproud said the government had secured a three-month ACCC independent inquiry into the supply chain for fresh foods such as meat – beef, lamb, pork, chicken – eggs, seafood, fruit and vegetables.

Critically, this inquiry will examine whether the new Dairy Code should be extended across the entire domestic supply chain to include retailers.

"The Nationals fought hard to deliver this important inquiry in response to long-held concerns about bargaining imbalances that currently exist and the misuse, and in some cases the abuse, of this power by some sections of the fresh food supply chain.

"Australian farmers take considerable risks and work incredibly hard to grow the fresh and affordable food we all take for granted.

"But there are concerns that once farm produce is harvested or processed and sent off to market, producers have little bargaining power and are at the mercy of the powerful supermarkets when it comes to the price they are paid.

"Unfortunately, not all interactions between farmers and the major supermarkets are conducted fairly and in good faith, and there are bargaining imbalances and other serious issues that need to be looked at.

"We saw this in 2019 when Coles had to pay over \$5 million to Norco dairy farmers after it was found it had not passed on the full amount of a milk price rise, despite claiming to do so in a marketing campaign," Minister Littleproud said.

This inquiry will provide Australian farmers across all food producing sectors with an opportunity to submit evidence,

raise concerns and share their own experiences in the domestic marketplace.

"I strongly encourage farmers and other businesses across the supply chain to take this opportunity, while it's available, and contribute to this important inquiry.

"We want to ensure we have the right policies in place – but to do that, we need industry to speak up and tell us what's really going on.

"Importantly, the ACCC has guaranteed that the inquiry will accept confidential submissions, so farmers can provide evidence of harmful practices without fear of punishment and retribution by major supermarkets.

"This inquiry is not designed to regulate food prices.

"Instead, it will identify problems and recommend policy options – including a possible all-encompassing Agricultural Code – if appropriate," Minister Littleproud said.

The ACCC will commence its inquiry on August 31 and will report to the government by November 30, 2020.

Marketing pork in a recession – what is the plan?

EVERY marketer needs to keep in mind that the product they are advertising ranks low in importance of a consumer's everyday life.

The challenges that have come with this year – bushfires, pandemic, recession – help keep this fact front of mind.

Highlighted is that advertising must have a clear benefit to a consumer's life, and be delivered with impact to even begin to have a chance of being noticed.

The current challenge we face is a looming recession, which will impact on different industries and consumers in varying ways.

While consumers are tightening their belts, existing evidence suggests marketers should not be



Marketing Matters

by EUNBI LEE



Studies examining the impact of advertising spend during a recession clearly show brands that maintained or increased their spend, increased market share and long-term sales once the recession was over.

This in part is due to the concept of 'Excess Share of Voice'.

At the risk of getting into marketing jargon, ESOV occurs when your

share of advertising spend is bigger than your share of the market.

As an example, if your market share is 10 percent, your share of voice needs to be higher than 10 percent to achieve ESOV.

In simple terms, if you want to grow your market share, you need to over-invest in advertising relative to your size.

This theory has been

backed by numerous objective sources – Nielsen and the Institute of Practitioners of Advertisers from the UK, among others.

These sources confirmed the relationship between ESOV and market share growth, and went on to find that an average of 0.5 percent points of share growth over a year can be expected per 10 percent points of ESOV.

Or simply, a brand with a market share of 20.5 percent and ESOV of 10 percent points would expect to grow over a year to 21 percent.

So, what is Australian Pork Limited's approach to the current recession and what is our ESOV?

Since April 2020, we have increased adver-

tising spend compared to the previous year – to ensure we are keeping momentum on demand with our pork's versatility-focused advertising campaign.

Over the past six months, the focus has been on two key cuts – mince and roast, given the ability for easy substitution for other proteins – and their competitive price points.

The advertising creative focuses on giving consumers recipe and meal solutions in a fun, upbeat

way to the eternal question of "What's for dinner tonight?"

When looking at APL's ESOV for the past seven months, our market spend exceeds our market share by about 11 percentage points.

Of course, how creative the advertising is and how you utilise the marketing spend is important.

In fact, this accounts for an average of 47 percent importance in advertising sales contribution.

Case in point, research has shown APL's 'PorkO-

nYourFork' versatility ads perform extremely well creatively in terms of motivation and attention, ranking in the top 5 percent of Australian food and grocery ads measured by the Ameritest method in 2017.

If we continue to maintain our ESOV and continue to utilise quality advertising, evidence suggests we can expect pork's volume share of fresh meat to continue to increase by at least 0.5 percentage points in the coming 18 months.

APL's Excess Share of Voice*

Total 2019	Jan - Mar 2020	Jan - Apr 2020	Jan - May 2020	Jan - Jun 2020	Jan - Jul 2020
+7	+11.8	+13.2	+14.8	+14.6	+13.1

*Based on Nielsen HomeScan volume market share data 4-weekly approximate alignment and Nielsen AQX competitive data. Approximates only due to data limitations.

Nominations open for Biosecurity Awards

THE search is on for the next round of biosecurity champions, with nominations now open for round two of the 2020 Australian Biosecurity Awards.

Department of Agriculture, Water and the Environment head of biosecurity Andrew Tongue said round two included new categories that demonstrate the diversity of biosecurity and the different roles we can all play.

"Australia has faced some tough challenges this year, but maintaining the nation's biosecurity system has remained a priority," Mr Tongue said.

"Our biosecurity system strengthens our country's long-term resilience by safeguarding our economy, food sources, unique environment and way of life.

"It is important to recognise individuals and groups who support our biosecurity and are committed to safeguarding Australia from pests and diseases.

"It is a shared responsibility and we all have a role to play.

"We will be presenting four new award categories

for round two – Environmental Biosecurity, Community, Education and the Dr Kim Ritman Award for Science and Innovation."

The Dr Kim Ritman Award for Science and Innovation was created in honour of Dr Kim Ritman's contributions as Australia's chief plant protection officer.

"The new categories recognise a wider range of stakeholders and the diverse parts of our biosecurity system, as well as emphasise the importance of biosecurity education," Mr Tongue said.

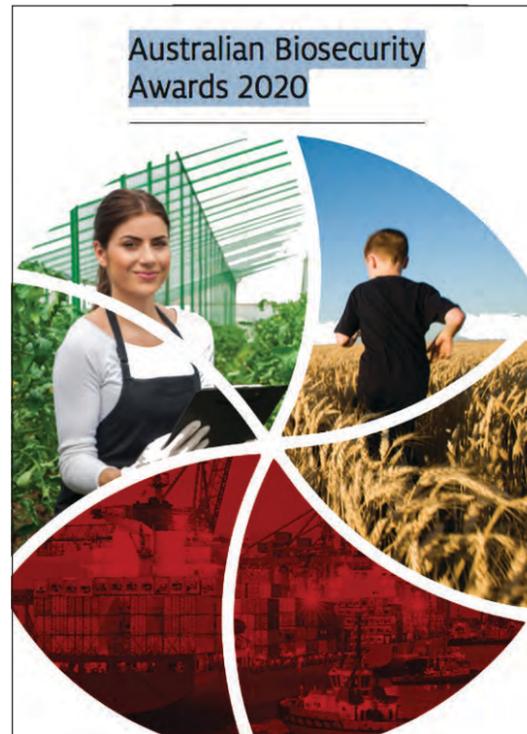
"If you know a group, individual or organisation that deserves to be recognised for their biosecurity work, nominate them today."

The first round of 2020 ABAs were presented in March, with a range of winners from industry and government.

Round two of the ABAs will be presented at the National Biosecurity Forum in November.

Nominations close on Friday, October 2.

For more information and to put in a nomination, visit agriculture.gov.au/aba.



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China imports hit record 430,000 tonnes

DESPITE tough new checking methods on cargo slow to clear ports, China has reached a record monthly volume for July of 430,000 tonnes – double that of the same month in 2019.

Having culled millions of pigs as a result of African swine fever, which in turn caused huge domestic pork supply shortages, Chinese importers have brought in substantial volumes of meat to fill market demand.

The report was surprising given that over previous months many foreign processing plants were forced to stop or slow production due to workforce COVID-19 infections.

The origins of the shipments are not clear, but a meat industry source said June exports to China from major suppliers (including the United States, Brazil, European Union and Canada) had all declined compared to the previous month.

June's 400,000 tonnes, which had been the highest ever, was surpassed by the July figure.

Rabobank senior ana-

lyst Pan Chenjun said, "That's really incredible, considering the US and Europe had suspensions or slower production in May."

Since June China asked overseas plants to suspend shipments if COVID-19 cases had been experienced among workers, though currently there is no evidence the virus can be transmitted through food.

Beijing has also carried out checks of frozen food containers for COVID-19, which impacted clearing meat cargo at ports.

Domestic pork prices remain high and rose in early July to over \$A10, the highest since February.

Pork imports from January to July reached 2.56 million tonnes, up from about 1 million tonnes for same period in 2019.

The data also showed that in July pork imports, including offal, totalled 560,000 tonnes, bringing imports to the end of July 2020 to 3.38 million tonnes.

According to customs, beef imports in July came to 210,000 tonnes, with shipments for the first seven months reaching 1.2 million tonnes.



Pork industry recovers from COVID backlog

WESTERN Australia's pork industry came close to disposing tonnes of excess product from storage in May, after restrictions on local food-service industries and reduced airfreight to Singapore saw a 40 percent loss of its market.

According to WA Pork Producers Association president Graeme Dent, producers have experienced a price reduction of \$0.40-\$0.80/kg since the global pandemic began affecting the industry.

The industry was rebuilding after difficulties in 2019, which saw several producers giving meat away to FoodBank WA, and numbers culled to reduce losses because of the drop in price and oversupply in the market.

Though last year's price didn't cover the cost of production, Mr Dent – also a mixed farmer from Cuballing – said he would rather take a financial loss than "put a bullet" in his stock.

"It cost about \$30,000 a week to keep our pigs, and it affected our confidence in growing the piggery," Mr Dent said.

Mr Dent's 1000 head capacity piggery was also impacted by the loss of their supply agreement last year, as were many other local producers.

They have since established a new agreement with Dardanup Butchering Company taking all of their pigs.

After bouncing back from last year's challenges, producers were paid around \$4/kg, but COVID-19 has caused new concerns, which the industry hopes will improve as demand increases toward Christmas.

Mr Dent said from the middle to the end of May freezers across the industry



Graeme Dent, WAPPA president.

in Western Australia were completely full.

"We got close to the line and we were really concerned," Mr Dent said.

"Many were looking at what products they were going to keep and what they were going to throw out.

"They would have started with the cheaper cuts and literally dumped them.

"We lost export with no airfreight, and 25 percent of our product that would go to local foodservice businesses no longer had a home.

"Take away 40 percent of your market and it is amazing how things change.

"We're lucky the price hasn't gone any lower."

Since May, local food-

service industries reopened and all product in the state now has a home, including backlog from freezers.

Assistance with airfreight from the federal government subsidy ensures about 100 tonnes a week is exported to Singapore.

In May, that figure was 50-60 tonnes a week.

"Going on what the federal government has said, it will cover us until the end of the year or to the \$24-\$28 million mark, and that amount should get us through to next April," Mr Dent said.

"Everything is back to a level playing field, but it does depend on what happens on the east coast."

Victoria's current COVID-19 outbreak was causing concern that products could be pushed into WA, affecting local prices and supply.

"We've had it before where prices were that cheap on the east coast they were bringing stuff in.

"At this stage there are

a lot more ups in the industry than downs, but I don't think we will get any price rises out of this."

Mr Dent said producers were getting around the \$4/kg mark depending on their supply agreements.

"It has come back \$0.40-\$0.80/kg, depending on grades and who you are selling to, and as yet there has not been a price recovery.

"There could be a rise to come, as we have got through this relatively well."

Mr Dent questioned why Western Australian processors don't increase their storage capacity for times like this.

"When we went through this before, if you had a lot of freezers, you would have made a lot of money," Mr Dent said.

"It is an industry that is a very quiet achiever."

The industry in the state was worth about \$163 million from around 35 producers, though three farms own 80 percent of the pigs.

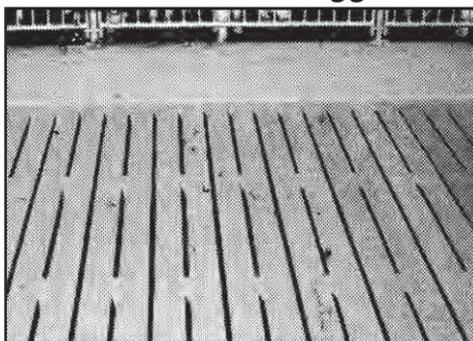


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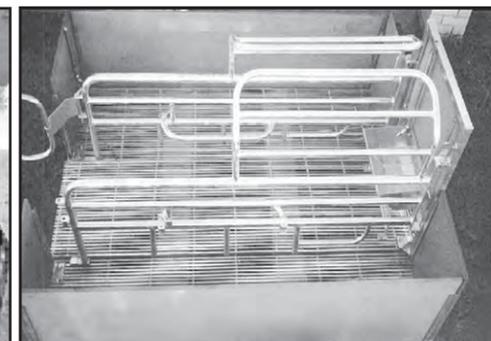
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Misleading packaging on organic products

THE issue of products falsely claiming to be 'organic' on packaging will be the key focus of this year's Australian Organic Awareness Month.

Each September, the annual event shines a spotlight on achievements and issues within the organic industry, which has performed strongly despite the challenges of COVID-19.

Australian Organic Limited, the nation's peak industry body for organics, has urged consumers to always look for an official Bud certification logo that ensures a product has gone through stringent testing.

Currently in Australia the word 'organic' is not defined, and for the past 18 months AOL has been working with government and industry to progress the discussion for clarification and mandatory regulation, aligned to Australian export requirements, which will significantly benefit agricultural producers.

The government is now considering a number of regulatory pathways to achieve a commonsense approach and align Australia with international standards.

Australian Organic Limited chief executive officer Niki Ford said being certified organic within Australia is a voluntary process, however any producer or manufacturer can claim a product is organic on its packaging, with as little as one ingredient being from organic origins.

"Enforcing domestic regulation around this word will give producers, manufacturers and consumers much greater clarity that a product has been rigorously audited against a high-quality standard," Ms Ford said.

Paul da Silva of Toowoomba-based Arcadian Organic & Natural Meat Co., Australia's most successful global supplier of certified organic meat, said lack of mandatory domestic regulation has organic export businesses playing at a perpetual disadvantage, particularly with this year's challenges.

"Each export market requires proof an Australian

organic product meets their own country's organic standard.

"This is a fundamental requirement for market access, however lack of regulation means we often don't have equivalence with standards in other markets.

"This forces us and other exporters to go through the full process of getting certification in each separate export market.

"As we export to nine different countries, this can cost thousands of dollars and countless hours per country.

"It often requires auditors from each of those countries to be brought over to Australia to audit our producers and processing facilities – a process that is not possible due to current travel restrictions.

"If obtaining the particular certification isn't possible for any reason, such as taking too long or being too expensive, then the business is lost – there are major opportunities just going down the drain," Mr da Silva said.

"The demand for organic is still very strong – even during the uncertainties of 2020.

"This is a big export opportunity for Australia being hampered by red tape."

Other organic producers such as poultry farmer Sonya Dowling from Enviroganic Farm in Murringo, one of the main suppliers of organic poultry to Woolworths, agree demand has not waned.

"Around 90 percent of our meat goes to Woolworths for their Macro range and there is definitely an opportunity to increase our volume because demand is so strong," Ms Dowling said.

"Drought, bushfires, floods, COVID-19 – none of it has actually affected our sales – if anything, recent events have boosted our sales."

Kialla Pure Foods – in Greenmount, Queensland, which produces certified organic grains and flours – managing director Quentin Kennedy said this year had delivered their strongest ever results.

"This year people are

cooking more at home and have fallen in love with baking again," Mr Kennedy said.

"As a result, we've had five of the best months on record, with strong sales of wheat baking flours.

"We've also seen a lift in other products such as polenta as people try out interesting ingredients.

"Drought-wise this is the third bad year in a row for crops, but fortunately we were able to buy smaller parcels of grain in May, which meant we had sufficient stock to service demand."

This year's Australian Organic Awareness Month ambassador is actor Lincoln Lewis, who recently visited numerous Queensland organic businesses including Fordsdale Organic Farms, Market Organics and Sherwood Rd Organic Meats, and said

he was impressed with the passion and commitment of all the producers.

"It's great knowing the consumer is being listened to and these businesses are leading the way for a healthier, sustainable future," Mr Lewis said.

"So much effort goes into ensuring a product is certified organic, and as someone who regularly purchases organic, seeing the Bud logo and knowing a product is genuinely organic is reassuring."

The Australian organic industry is currently worth \$2.6 billion and growing year on year.

Strong growth has been driven largely by consumer appetite for natural, pesticide-free and synthetic chemical-free wholesome food and a growing awareness of environmentally sustainable practices. 🌱

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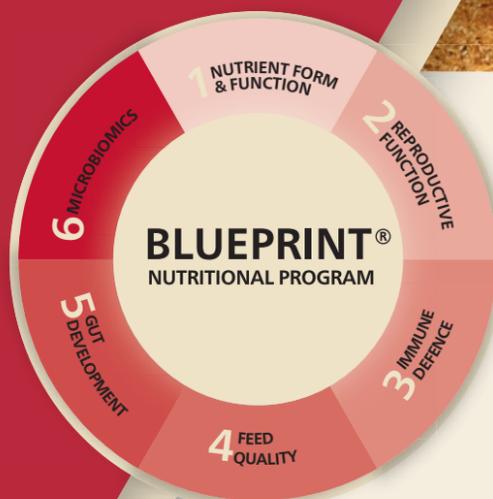


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Australian Organic Limited chief executive officer Niki Ford.

Preparing your business to survive an emergency animal disease outbreak

FARM biosecurity focuses on practices producers can implement on farm to keep diseases out.

Keeping diseases out is important to pig producers because diseases can:

- Reduce the productivity of livestock
- Affect farm incomes
- Affect animal welfare
- Reduce the value of farming land
- Close export markets or reduce the prices Australian producers can get for their exports – with a flow-on effect to domestic prices.

A number of tools are available to help pig producers with on farm biosecurity.

Australian Pork Limited have numerous avail-

able resources including factsheets, updates, guides, posters/flyers/infographics, videos, webinars and reports.

These resources provide quick, simple and cost-effective measures that can help secure your farm and secure your future.

The best defence against pests and diseases is to implement sound biosecurity practices on your farm.

One such planning tool is the 30-Minute Plan for Piggeries – an important resource to mitigate risk.

The likelihood of emergency animal diseases such as foot and mouth disease, African swine fever and porcine reproductive and respiratory syndrome are low but when outbreaks do occur,

they have a serious impact on the Australian pork industry supply chain from farm to abattoir.

An EAD could result in an immediate reduction in export markets and restrictions on livestock movements, and in the case of an FMD outbreak, a national livestock 'standstill' for a period of time.

Infected or at-risk properties may also require livestock to be culled to help stop the disease from spreading.

This planning tool will assist you to develop an EAD survival plan.

Thirty minutes spent completing this plan could improve the resilience of your business if an EAD occurs.

You may even discover some useful ideas for improving the every-day operation of your business.

Four steps are provided to help you develop a plan – note that a more detailed guide on risk management planning for an EAD is available on APL's website.

Think about your business

An EAD could disrupt every aspect of your supply chain and have ongoing effects on the profitability of your business.

It can also affect the people, organisations and businesses you depend on.

Completing the 30-Minute Plan for Piggeries checklist will help to identify areas in your business that may be vulnerable.

What areas of your business and supply chain may be vulnerable?

Key products and customers such as abattoirs, retailers, further processors, buyers of compost, pigs for food consumption, breeding stock and semen sales.

Key inputs and supplies such as breeding stock and semen, feed, bedding, veterinary supplies, fuel, staff, contractors, power and water providers.

Key support services and service providers such as veterinarians, consultants, agents, saleyards operators, pig amalgamators, transporters, mechanics, accountants, IT support, abattoirs and industry organisations.

Key regulators such as local council, Department of Primary Industries or equivalent and Environment Protection Authority.

Understand the risks

Following the detection and confirmation of an EAD, a range of movement restrictions will be implemented.

These restrictions may be widespread, a national livestock standstill, or more localised in the form of declared or quarantine areas – called restricted and control areas – around infected and at-risk premises.

A national livestock standstill is a publicly announced ban on all movement of susceptible animals whether confirmed as diseased or not, and pork and pork producers.

This type of standstill is declared by authorities to allow them to assess where the disease already is without the situation becoming worse through

continued movement.

It is a criminal offence to move stock and pork or pork products during a livestock standstill.

In addition, governments may also recall all pork and pork products from regions and premises where an EAD has been suspected or confirmed.

Individual premises may also be placed in quarantine, preventing any movements of pigs, people and vehicles, in or out of the premises.

The restrictions may affect a property's ability to sell or move livestock, products, feed and supplies.

Visits by people and vehicles may be restricted or may require strict biosecurity protocols to be observed, such as use of personal protective equipment or vehicle wash downs.

Depending on the type of disease and the response policy, livestock from affected or at-risk properties may also be subjected to humane culling operations.

Compensation is payable according to the formula set out in the AUSVETPLAN Valuation and Compensation Manual, and enshrined in state legislation, or as agreed in the response plan approved by the National Management Group.

Depending on the disease, livestock may be vaccinated rather than culled.

Ongoing disease control and eradication arrangements may constrain or restrict your business activities for days, weeks, months or even years.

What would the following mean for your business and would your business survive:

1. An outbreak of an EAD on your property requiring all of your livestock to be culled

2. A closure of export market access

3. A loss of income, staff and suppliers

4. Movement restrictions on your livestock, products, fodder, vehicles and equipment – can you manage holding two or three weeks' worth of production

5. Emergency disease control activities such as vaccination, diagnostic testing or culling, requiring your time, equipment and other resources

6. Increased workload for livestock that cannot be moved, animal welfare requirements, meeting requirements to demonstrate ethically responsible behaviour towards staff, the environment and the local community

7. Unwanted media attention and publicity, and possibly identification of your farm, business, family and employees?

Identify actions to take

Risk 1: Infection of livestock

The best way to minimise the impact of any disease is to avoid infection in the first place by practising good biosecurity.

However, if the disease is present in your herd, the immediate goal will be to prevent further spread with the assistance of animal health authorities.

Remember that you have a legal obligation to report suspicions of notifiable diseases.

This can be done by calling the Emergency Animal Disease Watch Hotline on 1800 675 888, your local veterinarian or contacting the nearest primary industries or agriculture department.

Early detection and reporting of disease is essential to minimise the impact of an EAD.

Staff must also be made aware of the penalties imposed for not reporting suspicions of an EAD.

Pig production businesses participating in the Australian Pork Industry Quality Assurance Program already follow principles of good biosecurity as a requirement of certification.

These are described in the APIQ Standards Manual.

The APIQ requirements for biosecurity are also described in the Australian Pork Industry On Farm Biosecurity Manual, available from Animal Health Australia.

If you are not APIQ accredited, consider obtaining and following the AUSVETPLAN Enterprise Manual for Piggeries, the relevant part of the APIQ Manual, or the Australian Pork Industry On Farm Biosecurity Manual.

Checklists are also available addressing actions to mitigate risk on APL's website.

Risk 2: Overseas export market closures and the loss of income and staff

EAD outbreaks often cause market closures, and the subsequent loss of income and staff impose severe financial hardship on piggery enterprises and related businesses – even those located a long distance from the outbreak.

Actions taken to improve resilience taken before a period of financial hardship can mean the difference between whether your business survives or not.

Risk 3: Movement restrictions and feed shortages

A major principle of eradicating an EAD is stopping the movements of people, animals and things that could spread the disease.

Depending on proximity to the outbreak, farms may be placed under movement restrictions for months, making it very difficult to manage the supply of feed to livestock and to move animals and waste from the farm.

Risk 4: Managing disease control activities

Eradication of an EAD requires cooperation with animal health authorities to conduct surveillance, tracing, vaccination, valuation, animal destruction, carcass disposal, pest control, cleaning and disinfection.

The ability of your farm to comply and assist with these disease control activities during an EAD will have some influence on the time it will take to return to normal business – for you, the community and the industry.

Risk 5: Managing your obligations and responsibilities

EADs cause severe disruption and hardship to farms and related businesses in many ways, all of which will attract intense public scrutiny.

Support from other farmers, community organisations, government agencies and other groups becomes very important during and after the event.

Failing to 'do the right thing' can cause difficulties for your business, even long after the outbreak is over.

Write down your action plan

Finally, write down the actions you have identified as important, when they should be implemented, and who is responsible for them.

The Australian pork industry has developed a new National Farm Biosecurity Manual for Pork Production.

The manual contains information and specific procedures for all pig farmers to follow to help reduce the risk of disease entering a property, spreading through livestock and being passed to surrounding livestock operations.

A copy of the National Farm Biosecurity Manual for Pork Production is available from APL's website.

The Herd Health Program has been developed to assist pig producers in meeting their obligation to have a Herd Health Plan to meet the Standard 5.2.7 of the Model Code of Practice for the Welfare of Animals (Pigs).

The Herd Health Program helps to identify potential health and biosecurity risks to pigs and specifies action to prevent or minimise those risks.

The checklist has been designed by the Australian Pig Veterinarians, a special interest group of the Australian Veterinary Association, and has been endorsed by the AVA and Australian Pork Limited.

If you want to develop a Herd Health Plan, you can find a template on the Victorian Department of Primary Industries website.

Herd Health Fact Sheets are provided to support the Herd Health Program Checklist.

If you have any queries, contact Australian Pork Limited on 1800 789 099 or apl@australianpork.com.au

Remember, if you spot suspicious disease symptoms, contact the Emergency Animal Disease Watch Hotline on 1800 675 888.

For more information on farm biosecurity, visit australianpork.com.au or farmbiosecurity.com.au

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- OR have at least five years' recent and relevant work experience. Work experience must relate to medium to large-size commercial piggery operations
- Have a commitment to performance, be proactive, honest, reliable and take responsibility for their actions
- Have a strong working knowledge of commercial pig production systems including current animal husbandry practices, sound data collection and recording skills, knowledge of quality assurance and Workplace Health and Safety programs and the ability to manage and supervise these systems on a daily basis.

Base salary will be between \$54,000 - \$60,000 which includes guaranteed overtime and rostered weekend work. Salary can be negotiated depending on skills and experience in accordance with our Collective Agreement.

If you believe this position may be for you, please contact 07 4697 3344 between 9am and 4pm weekdays to obtain an application form or to enquire further about the role. Please note, only applicants who progress to interview stage will be contacted.

Compensation and valuation in an African swine fever response

COMPENSATION is money paid by governments to legal owners of pigs that have died from an emergency animal disease such as African swine fever, or pigs and property damaged or destroyed as part of the official EAD response.

It's important to note that while compensation is often made available during EAD responses, its payment is determined by the affected jurisdiction's legislation and procedures.

The main aim of compensation is to encourage early reporting of emergency diseases, so they can be identified, and a response initiated in the shortest possible timeframe.

Compensation arrangements are in place to ensure people who report suspicion of disease early are not financially disadvantaged.

Compensation issues are dealt with by the government officials at the Local Control Centre set up to manage the response.

How is compensation determined?

Compensation is determined and managed by state and territory governments under their own legislation.

The payment of compensation, the process for claims, and the timeframe in which a claim may be made can vary between states and territories.

The process involves the valuation of pigs on the property that have died from ASF, or pigs and property destroyed or damaged, followed by the owner making a claim through the Local Control Centre.

What is valuation?

The aim of valuation is to achieve agreement between the owner and the state or territory on the amount to be paid in compensation.

There are consistent standard valuations for most classes of commercial livestock, which have been discussed and agreed by industry.

Local market value or 'farm gate value' is the primary basis for valuation.

For commercial pigs, the value is based on the average contract rates of main pig processors closest to the affected area.

Owners may submit a dispute with the Local Control Centre if they disagree with the valuation, subject to the state or territory's rules and procedures governing compensation.

What is covered by compensation?

While the value of pigs and other property damaged or destroyed in the response effort may be eligible for compensation,

states and territories usually exclude paying compensation for consequential losses, such as loss of profit, loss of production, loss of markets or losses incurred by breach of contract.

Following the response, owners who have been authorised to restock their property may be eligible for a second compensation, or 'top-up' payment, if the cost of the replacement livestock outweighs the compensation paid for the loss of the original stock.

This payment balances the potential fluctuations in the value of livestock during and after a response to an EAD.

Animal welfare in a response

Response activities such as the application of quarantine measures and movement controls may result in risks to animal welfare on pig farms.

If these risks cannot be adequately managed, jurisdictional welfare legislation may require affected animals to be humanely destroyed.

Compensation or financial assistance may then be available for the animal owner and such payments may be eligible for cost sharing if they meet the conditions outlined below:

- Eligibility for compensation and cost sharing is at the discretion of and agreed by the relevant CVO

- Must be clearly identifiable as directly contributing to the disease management outcomes of the response or have arisen as a direct result of disease management measures in an approved response plan

- All alternative non-destruction options must have been considered.

Who pays the compensation claim?

The compensation claim is submitted by the owner to the Local Control Centre and assessed and paid by the state or territory department of agriculture or primary industries.

Who pays for the costs of compensation?

During an EAD, response governed by the Emergency Animal Disease Response Agreement, compensation costs may be shareable as part of the overall response costs, if compensation forms part of an approved response plan.

As ASF is a category 3 disease in the EADRA, eligible costs including compensation will therefore be shared between governments and the affected industries.

The Commonwealth initially pays industry's share of the costs and industry repays the loan through levies over a period of up to 10 years.

Individual farmers do

not pay for the cost of controlling the disease on their property, but a dedicated response levy activated after the response may help to pay for the response.

The response levy is in addition to other levies charged on animal products outside of a response. **What's the difference between compensation and recovery?**

Compensation should not be confused with recovery or business continuity processes.

Costs associated with recovery from an EAD, just as with other emergency incident management programs, are managed by processes outside the EADRA or disease

control legislation and procedures and have separate funding mechanisms.

Recovery and business continuity services during and after emergencies are provided by recovery agencies from all levels of government and non-government organisations.

Compensation is not intended to maintain profitability or business continuity.

Its primary intention is to promote early reporting, which promotes rapid response and early return to trade.

As such, owners should have their own business continuity plans in place.



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Abattoir closure forces pigs interstate for processing

A MELBOURNE pork processing plant has been temporarily closed and in one week, 20,000 pigs were sent to interstate abattoirs.

With pork prices continuing to fall due to the closing of the Victorian foodservice sector, producers rush to find alternative plants to process the meat.

Analysts report pork prices have dropped about \$0.90/kg since the COVID-19 lockdown in Victoria, as the state's industry relies mainly on

a domestic market for consumption.

Victorian Farmers Federation Pig Group president and pig farmer Tim Kingma sells about 550 pigs each week to a Melbourne-based meat wholesaler and said the situation was nerve-racking.

"As an industry, we need to get more in the processed pork sector because over 40 percent of pork sold in Australia is not Australian," Mr Kingma said.

"The fresh meat is

Australian but processed products such as bacon, ham and smallgoods might not necessarily be Aussie products."

The price of Australian pork has fallen by 25 percent since March, compared to Denmark, which has sustained a 21 percent downturn.

Before March, Australian pork producers experienced arguably the highest prices on record due to an increase in demand for protein particularly from Asia, possibly because of African swine fever.

Recently Victoria's pig slaughter had dropped 85 percent, down from 20,000 head to 3000 head due to the shutdown of a major abattoir.

Future restrictions for processing could have

devastating supply chain consequences for producers like Mr Kingma.

"That's the scary thing – cutting the meatworks down to two-thirds capacity, because I have my 550 pigs a week, I've got to find somewhere to send them to market," Mr Kingma said.

Biosecurity and stringent guidelines mean the pork industry is sensitive to changes, with tight production methods planned for by piggeries more than a year in advance.

One positive is the slowdown of international travel and visitors bringing illegal pork products into Australia that could carry African swine fever.

Last year around 34 tonnes of illegal pork

products were confiscated from travellers entering Australia.

Australian Pork Limited chief executive officer Margo Andrae said everyone is working to navigate hurdles such as closures of abattoirs.

"With changes to staffing in abattoirs, we have pigs going in different directions to make sure they get to market when they are ready," Ms Andrae said.

"This includes pigs being processed in other states.

"Because of the nature of our industry and consumer preference, pigs need to go to market at a specific weight and time, and any delays to this impact the market and the storage capacity on farm."



Wastewater pumping needs a quality solution

WHEN engineers go 'shopping' for a wastewater pump, they are often confronted with the dilemma of choosing the best product or the one they would rather pay for.

If they are looking for the best quality wastewater pump, they will generally look no further than a Gorman-Rupp self-priming heavy-duty trash pump from Hydro Innovations.

These pumps are rugged, reliable, can be mounted at surface level and often perform unnoticed in plants for decades.

The alternative is to go for a smaller, faster-running pump that claims to be 'super heavy-duty' or similar to promote the pump's supposed effectiveness on meat-processing plant wastewater.

But when a pump is less than half the weight of the market leader and needs to run twice as fast to deliver the same performance, alarm bells should start ringing.

Ear tags, pieces of hoof and bits of baling twine are not going to be kind on these fast running, so-called, "semi-trash" pumps.

And it's not only heavier construction that engineers look for.

They are also after features that enable operators to safely maintain their pumps over decades of use.

The following are pump features engineers may include on their checklist:

- A wear plate that can be replaced without dis-

connecting the pump from piping or driver

- An impeller that can pass a full 76mm solid

- A self-cleaning wear plate that enables units to handle stringy materials such as rags, wipes and baling twine

- Parts available in hardened iron materials – twice as hard as cast iron or 316 stainless steel – to resist the effects of sand and grit in pumped effluent

- A suction flap valve that can be inspected or replaced without disconnecting suction piping

- A burst disc in the flap valve to vent excess pressure back to the wet well if the pump inadvertently runs against a closed head – protecting operator and machine.

- Double lip seals to protect pump bearings in case of a seal failure.

When engineers look for the complete package in their pump purchase and look for a pump tailored to meet their needs, a US designed, built and pre-tested pump from Gorman-Rupp will prove to be a reliable investment, and not a risk.

Eighteenth century philosopher John Ruskin said it best: "There is hardly anything in the world that some men cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

For more information on Gorman-Rupp pumps, call 02 9898 1800, email info@hydroinnovations.com.au or visit hydroinnovations.com.au



AUSTRALIAN PORK LIMITED ELECTED DIRECTOR VACANCIES

As required by Australian Pork Limited's (APL) constitution, two elected directors of Australian Pork Limited will retire at the AGM being held on 19 November 2020 and the two Elected Director positions will become vacant at that time.

Delegates will vote to elect candidates to the vacant positions at the AGM.

Nominations are being called for the APL elected director vacancies. A producer member of APL or a current APL Director can nominate a person(s) to stand for election as an Elected Director.

The Funding Agreement between APL and the Commonwealth Government and the APL Constitution both require a 'skills-based Board'.

To ensure a skills-based Board is maintained, nominated candidates who are not existing Directors of the Board are required to

provide a curriculum vitae together with a statement specifically addressing their potential contribution to the following collective Board core skill and experience competencies:

- Governance
- Financial management
- Government relations/public policy/administration
- Production
- Processing
- Food industry
- Promotion and marketing
- Market development and international marketing
- R&D/R&D administration
- R&D commercialisation and technology transfer
- Conservation and natural resource management
- Business and management acumen.

The APL People & Culture Committee will review all nominations received to determine

the impact of each candidate's skills on the maintenance of a skills-based Board.

Nominations for these positions close at 12.00pm on Tuesday 6 October 2020.

To be eligible for election, nominated candidates must provide a consent to the nomination with their CV and statement before 12.00pm on Thursday 8 October 2020.

For further information or to obtain a nomination or consent form, please contact:

Mr Damien Howse
Company Secretary,
Australian Pork Limited
PO Box 4746,
Kingston ACT 2604
Phone: 02 6270 8805
damiem.howse@australianpork.com.au



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Intensive pork production to maximise efficiency

THE protection of livestock in some form of housing has been practiced for centuries in a range of climates because it enabled farmers to better care for their livestock.

Stock such as sheep, goats and poultry have been housed for protection from predators, while larger animals such as horses, pigs and dairy cows have been housed to improve their performance as a result of better management.

'Intensive pork production' refers to both indoor and outdoor pork production systems, though it is typically associated with indoor production systems.

In this context 'intensive' implies the organisation of the system in such a way as to maximise the efficiency of production.

'Efficiency of production' refers to a management system where the emphasis is on productive healthy animals with efficient use of inputs.

Intensive indoor pigeries are often referred to as 'factory farming'.

Farmers and other industry participants find this term misleading and offensive.

This document aims to present some objective information about intensive pork production – why it developed and how it is currently changing.

Animal welfare – perception versus reality

Beliefs and experience with animals shape NSW Department of Primary

Industry's views on what is appropriate animal welfare.

Many people, including scientists and farmers, believe they are providing good welfare when pigs are housed indoors because the pigs are:

- Well fed and watered
- Protected from the weather extremes, parasites and predators
- Kept in good health.

To achieve good production, you require good animal welfare.

Other people, including scientists and farmers, believe a pig only has good welfare if it is free to roam outside on pasture and in sunshine.

In reality, any pig-raising system is only as good as its manager and the stock people working in the system.

Pigs can get sick in all systems and pigs can be stressed in all systems.

Pig welfare is dependent on the people and management of the system.

Efficiency is not a dirty word

Intensive indoor farms are often called factory farms because the emphasis is on productivity of the system with efficient use of resources.

This means well-bred pigs, fed high-quality diets that lead to good growth rates, in a hygienic and safe environment managed by well trained and competent people.

People who rely on farming as their major source of income are all trying to maximise productivity to maintain

their farm's profitability.

If a farm is not profitable there is no money for investment in improved facilities and equipment.

This is true for pig farmers in all management systems – indoor and outdoor.

It is not peculiar to indoor pig farms.

Markets today have strict product specifications for the type of product they require.

Farmers work to meet those specifications so their produce is saleable in the market place.

Not all farmers adopt all the same techniques to produce their product, but to remain in business the farm must be profitable and sustainable.

Australian farmers compete against imported pork.

The imported pork dominates the processed pork

sector such as ham, bacon and other small goods.

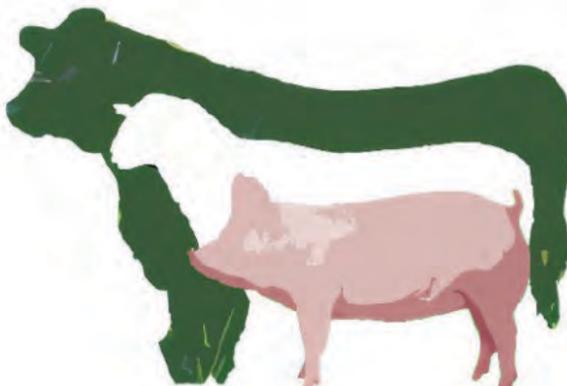
Australian farmers supply the fresh pork market and only a relatively small portion of the processed pork market, estimated at around 30 percent.

Imported pork products come from intensive indoor production systems produced in countries with varied welfare standards.



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1. Australian Veterinary Journal Volume 97 No 7, July 2019




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The United Nations' sustainable development goals numbered 2, 3, 12, 13 and 14.

DSM set to transform global animal nutrition and health

WITH world's population growth, demand for animal protein continues to rise.

The ever-increasing need of animal protein has placed tremendous pressure on Earth's finite natural resources and will lead to significant environmental strain, taking our food systems well beyond the planet's boundaries.

The necessity to provide enough animal protein for a growing population, while reducing the environmental costs of farming, will require smart science and innovative solutions.

To address this challenge, DSM Animal Nutrition and Health has launched a new strategic initiative it calls 'We Make it Possible'.

Its mission is to lead a robust and achievable transformation in sustainable animal protein production worldwide, and to accelerate solutions that will foster a brighter future.

DSM's Animal Nutrition and Health president Ivo Lansbergen said, "DSM is purpose led and performance driven, and we know the agriculture industry can transform itself from within."

"For too long, sustainability has been someone else's problem – a problem for tomorrow.

"But it is not an impossible challenge, as we believe we can make animal farming sustainable.

"Our need is to be providing a decent living for farmers and affordable proteins to the world population, all while reducing the footprint of animal farming.

"We Make it Possible' is a commitment to tangible and actionable solutions that cater to the customers we care most about, people and Planet Earth.

"Sustainability is in our DNA and we want to demonstrate our new vision both within DSM and beyond – how we see the future of the farming industry and the role we want to play."

Lansbergen said the initiative reflects DSM's commitment not only to be part of the value chain but to be a change agent, steering the global conversations, connecting the various stakeholders of the farming ecosystem, thinking ahead, generating ideas and new ways of working.

"If not now, when?" Mr Lansbergen said.

Aligned with United Nations' sustainable development goals (numbered 2, 3, 12, 13 and 14), the strategic initiative is driven by six sustainability platforms that will address the major challenges facing the animal farming industry.

These include:

- Improving the lifetime performance of farm animals
- Improving the quality of food (meat, milk, fish, eggs), while reducing food loss and waste
- Reducing emissions from livestock
- Making efficient use of natural resources
- Reducing the reliance on marine resources
- Helping tackle antimicrobial resistance.

DSM Animal Nutrition and Health vice president

Christie Chavis said DSM has a long and rich heritage in the sustainability arena, and it is on that basis that it operates as a purpose-led company.

"Companies can no longer delay, they must step up and embrace sustainability in all aspects as it is vital to business success, just as it is vital to everything else.

"We will create value across three dimensions simultaneously – people, planet and profit," Ms Chavis said.

DSM Animal Nutrition and Health vice president sustainability and business solutions David Nickell said by applying science, innovation and sustainability leadership behind these three key areas, the company believe it can make a substantial difference to the sustainability of the animal protein industry.

"At DSM, we are taking responsibility for our own role in protecting the planet, and continue to develop business solutions that enable the industry to make affordable and measurable improvements in the sustainability of animal protein, and we hope that many others will follow suit," Mr Nickell said.

The 'We Make It Possible' strategic initiative comes after many years of investment and innovation in scientific solutions, aimed at providing real answers to the challenges facing the agriculture industry.

The initiative marks a significant acceleration towards a more sustainable future. ↗

Farm Manager



CEFN Pty Ltd is a family owned farming enterprise proudly celebrating its 80th year in the pork industry in Australia.

From humble beginnings, CEFN has now grown to an operation consisting of over 7000 sows and progeny situated across five sites in the Clifton/ Leyburn area on the Darling Downs in southeast Queensland. Our facilities utilise some of the most up-to-date technology and building design, providing optimal conditions for producing market-leading animals.

CEFN is currently seeking the skills of an experienced Farm Manager to join our team.

The requirements of this role include:

- Demonstrating high level understanding of animal management techniques;
- Coordination and overall management of the daily operations of a large farrow-to-finish farm;
- Having a 'hands on' approach;
- Showing commitment to maintaining welfare, biosecurity, training and quality assurance programs;
- Communicating with senior management and consultant veterinarian;
- Providing leadership for staff and managing their duties and rosters;
- Achieving set production targets;
- Herd recording and analysis of production results;

- Attending and being proactively involved in management meetings;
- Being physically fit and proactive to perform all aspects of the role.

We consider our staff to be a vital part of our operation and we strive to assist them in achieving their personal goals as well as those of CEFN. This position would suit a highly motivated and experienced individual seeking to achieve great satisfaction from becoming an integral member of a family owned and operated rural business.

Situated within 65km of Toowoomba and Warwick, the location of our farms enables good work/ life balance. Both provincial towns offer a high standard of educational, recreational and shopping options. Brisbane is approximately 160km to the east, and both the Sunshine Coast and Gold Coast are within a reasonable distance for vacation time.

If you believe this position may be for you, please contact 07 4697 3344 between 9am and 4pm weekdays to obtain an application form or to enquire further about the role. Please note, only applicants who progress to interview stage will be contacted.

National Farmers' Federation calls for net carbon zero by 2050

AUSTRALIA'S peak farm body has thrown its weight behind an aspirational economy-wide target of net carbon zero by 2050.

At an online meeting in August, members of the National Farmers' Federation voted in favour of the landmark policy, which includes strict caveats regarding fair implementation and economic viability.

NFF president Fiona Simson said the strengthening of the Federation's climate goals was a strong reminder of the role farmers already played in tackling emissions.

"Australia's farm sector continues to be a leader in reducing greenhouse gas emis-

sions," Ms Simson said. "In the past decade, agriculture has consistently reduced its emissions intensity and net emissions within the Australian economy.

"The red meat sector, for example, has a target of being carbon neutral by 2030 and is already making great headway on research and new technologies that will enable the transformation."

However, despite progress in the farm sector, Ms Simson warned the goal of NCZ2050 would be just an aspiration without ongoing innovation and policy support.

"We need to equip farmers with far better tools for evaluating and reporting on individual

business emissions," Ms Simson said.

"This will require new investment in research and development, so we have more robust baseline information, new pathways to reduce emissions and fewer barriers to participation in carbon markets."

Action on climate change is a central part of the NFF's 2030 Roadmap, which sets a vision for agriculture to reach \$100 billion in farm gate output by 2030.

"There is a huge potential for Australia to be a global leader in low-emissions agriculture," Ms Simson said.

To view the NFF's climate change policy, visit nff.org.au ↗

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Letters to the Editor

PLEASE SEND EMAILS TO: ben@collins.media It is the responsibility of those making submissions to ensure the correctness of their claims and statements. The views expressed in this publication are not necessarily those of the publisher.

I WRITE in response to the letter from Neil Unger (Vol 24, No. 8 August 2020) regarding the status of pig compensations funds, in this case, the South Australian Swine Compensation Fund.

I feel this is necessary given the inaccuracies in the letter cited above, and that it appears no attempt was made to contact myself, our Executive Officer or any other committee member to fact check the comments made about our fund.

Established in 1936, the South Australian Swine Compensation Fund evolved into the Pig Industry Fund in 1998, forming a more relevant arrangement to provide improved services to the South Australian pig industry.

The changes occurred in a cooperative and seamless manner with the fund remaining fully protected.

At that time, the PIF was administered by a ministerial appointed committee, the Pig Industry Advisory Group, to oversee expenditure of funds for any compensation or industry development projects.

Following industry-wide consultation, Pork SA was incorporated as an independent association in 2013.

In 2016, the responsibility for advising on the PIF's use was transferred from PIAG to Pork SA, with the

overwhelming support of SA's pig industry, PIRSA and the Minister for Primary Production, and the arrangement remains to this day.

In accordance with the requirements of the Primary Industry Funding Schemes (Pig Industry Fund) Regulations 2016, Pork SA was formally recognised by the Minister as a 'body representing the SA pig industry', with members representing the bulk of South Australia's pork production.

When the Regulations (2016) were enacted, PIAG voluntarily disbanded and was replaced by a Pork SA industry-elected committee, which had delegation to manage the PIF project portfolio.

This role was backed by its PIF Projects subcommittee, comprised of eight members.

As part of this reform process, the disease compensation provisions in the PIF Regulations were removed after consultation with all levy payers.

This was in response to the introduction of the state and federal cost-sharing agreement for exotic disease eradication and insufficient funds in the PIF to meet the compensation cost of a significant outbreak.

The annual allocation of funding to industry development projects has been retained.

Project benefits must be open to all producers.

With the levy collected by government and funds held by Treasury, the primary industry Minister retains final approval for PIF expenditure, ensuring the intent of the PIF Regulations is met.

Full details about the Pig Industry Fund including the Regulations (2016), producer contributions, five year plan, and project processes may be found at porksa.com.au/pig-industry-fund

Pork SA now provides advocacy and representation to state government on local industry affairs – farm trespass, EPA, planning and biosecurity as examples.

For the COVID-19 pandemic, there have been weekly consultations through PIRSA with SA Police and SA Health over cross-border business continuity and movement of essential travellers to protect farm-to-market supply chains.

Pork SA prioritises and manages PIF projects including:

- Participating in African swine fever simulation exercises (state and national)
- Training programs at Roseworthy Campus
- Extension activities including convening industry days
- Co-investment in technical projects with a focus on direct producer uptake
- Supporting the Roseworthy (Adelaide University) Pig Club,

mentoring scholarship students

- Truck biosecurity projects
- Investment in key infrastructure, such as seed funding and continuing development of SABOR (now an incorporated company)
- Counselling services to support producers experiencing hardship.

Pork SA also refers issues to APL and participates in policy development on matters that have national relevance.

Likewise, its state networks are used to roll-out national programs.

Its 160 members include producer entities, producer associates and industry partner members.

The latter include pork wholesalers, abattoirs, stockfeed nutritionists, product suppliers, specialist consultants, vets, boar studs and more.

This enables the organisation to routinely take a proactive and collective approach to issues that develop across the pork supply chain.

The Pork SA committee has 12 members. All members of Pork SA are eligible to serve on its committees.

Previous chairs of Pork SA have been Peter Brechin (inaugural), Matthew Starick and Mark McLean.

Further details about Pork SA and its activities may be found at porksa.com.au
Andrew Johnson, Chair Pork SA

Industry-led approach to grow Queensland agritourism

QUEENSLAND'S emerging agritourism sector requires support to develop and grow through an industry-led approach that would embrace a direct connection between farmers and consumers to share where the state's high-quality food, fibre and foliage comes from and how it is produced.

The Growing Queensland's Agritourism Sector initiative led by Queensland Farmers' Federation, in partnership with Regionality, would see stakeholders from across government, tourism, regional development, agriculture, small business and infrastructure collaborate to sow the seeds of opportunity for agritourism in the state.

QFF chief executive officer Dr Georgina Davis said a recent stakeholder meeting was a productive and positive first step in raising Queensland to become the number one agritourism destination in Australia, and estimated the sector would be worth about \$5 billion to the state economy by 2030.

"Agritourism provides opportunities for farmers to supplement their income and market their

produce through alternative channels, while gathering valuable direct feedback including emerging preferences from consumers, which is pertinent during the current COVID-19 pandemic and as on farm costs grow," Dr Davis said.

"The project would provide the opportunity for interested farmers to explore the viability of agritourism, while ensuring they are given training and resources that would enable them to develop profitable agritourism enterprises in Queensland."

Regionality managing director Rose Wright, who heads a team of farm innovation and agritourism experts, said without the necessary tools and skills farmers were often unable to capitalise on opportunities and translate funding support to profit.

"There are many regulatory and compliance barriers farmers need to identify and work through if they intend to set up an agritourism enterprise and be successful," Ms Wright said.

"Our job is to ensure our farmers and their regional communities are fully supported to develop their

own unique agritourism offerings that meet customer needs and expectations."

While Queensland's agritourism sector is underdeveloped, there are a number of highly successful enterprises operating throughout the state.

Agribusiness entrepreneur Kay Tommerup of Tommerup's Dairy Farm, which sells farm produce, hosts events and market days, and offers farm stay accommodation, said without the right tools and training, they would never have had the confidence to diversify.

"We've gone from being dependent on the whims of a major milk processor, to being fully in control of our future and our business' success," Ms Tommerup said.

"It is a terrific feeling."

Following the recent release of the Queensland government's Economic Recovery: Strengthening Queensland's Agribusiness and Food Sector initiative, QFF and its project partners are looking forward to working with the government to unlock the potential for agritourism in the state and add value beyond the farm gate. 🐷



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