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Pork producers Tim Kingma and Aeger Kingma with Bendigo Spirit players Gabe Richards and Sara Blicavs and chairman Greg Bickley at the sponsorship launch in Bendigo.

Regional focus is the Spirit of Australian Pork

THE Bendigo Spirit begins the Women's National Basketball League season as back-to-back champions, but also backed by a new major sponsor.

Australian Pork Limited has become naming rights sponsor for the reigning champions in the WNBL for the 2014/15 season.

Spirit chairman Greg Bickley said the club was very pleased to welcome its new major sponsor.

"This is a great opportunity for us to embrace a brand-new sponsor, and for APL to come in as our major naming rights sponsor is fantastic," he said.

"APL represents producers in regional Australia, and as a regionally based club we are very proud to have this producer-owned company support the Spirit.

"We look forward to a great season with the

strong support of APL."

APL marketing general manager Peter Haydon said the sponsorship arrangement complemented the work being done by the industry to promote the nutritional attributes of pork fillets.

"APL is proud to be the new sponsor of the highly successful Bendigo Spirit," he said.

"We're pleased to be able to support this team, which includes many world-class athletes and makes its home in regional Australia.

"Australian pork is a great protein choice for people looking for good health and we believe this partnership will help share that message nationally.

"We look forward to cheering on the Australian Pork Bendigo Spirit as it takes to the court to defend its consecutive championships."

Bendigo Spirit plays its first game of the season at Townsville RSL Stadium on October 18, 2014.

Humane Choice farmer named Livestock Producer of the Year

JOANNE Stritch never dreamt of being a farmer but her passion to deliver pork to the public, which was raised in a natural, caring environment led her to create Happy Valley Free Range Farm.

This passion has paid off, as she was named Livestock Producer of

the Year in the recent 2014 Australian Farmer of the Year Award.

Located in the Yarra Valley in Victoria, Happy Valley is proud of its open farming methods.

Happy Valley has been a certified Humane Choice farm for almost three years, and Joanne said it was im-

continued P6

Western strategies not so wild

THE Australian Pork Limited Board and management recently made a trip to Perth for our September board meeting and to use the opportunity to catch up with pig producers there.

The West Australian Pork Producers' Association executive joined the APL Board and management at the Red Cabbage restaurant for some discussion around what's happening in the world of pork in the west.

Our Strategic Plan 2015-2020, as I've previously written about, considers the profitability of the industry not yet high enough to justify significant growth in sow numbers.

However, Western Australia seems to be the exception.

Expansion plans are being undertaken by a number of larger producers, both in conventional housing and free-range systems.

Some new styles of farrowing accommodation have also been installed and it will be interesting to see how these perform in terms of productivity and animal welfare.

APL chairman Enzo Allara, general manager policy Deb Kerr and I also met with WA Agriculture and Food Minister Ken Baston as well as senior representatives of the Department of Agriculture and Food.

We presented a précis to them of our newly released Strategic Plan and it was clear the over-



Point of View

by ANDREW SPENCER CEO



all tone of the Department's and pork industry's aspirations in the west seemed to be well aligned to our plan.

The general mood seems moderately optimistic, and confidence in agriculture is more broadly being helped along by the emergence of new agribusiness entrepreneurs such as Gina Rinehart and Andrew Forrest.

West Australian thinking seems to be in agreement with ours that, in particular for foreign markets, one of our most important assets is the demonstrable integrity and safety of our product – whether it's for pork or any other Australian produce.

The third strategic objective in our new plan seeks to highlight and protect this asset under the title of Driving Value Chain Integrity.

The systems underpinning our product integrity, product safety and livestock and product traceability in Australia for pork are second to none, worldwide.

These systems target a number of important outcomes including:

- Certifying pork production according to agreed standards for food safety, biosecurity, animal welfare and overall management practices;

- Enabling rapid live-stock traceability (origin of animal, contact with other animals) in the case of an emergency animal disease outbreak; and

- Enabling rapid product traceability – back to farm of origin – in the case where an issue is picked up in the quality or integrity of a pork-based product.

APIQ✓ and PigPass are two of the core systems supporting our product integrity efforts.

PigPass, as our own pork national vendor declaration system, builds the base information that we need to enable the appropriate response to an industry disease outbreak.

All pig producers should be very familiar with using it, and through a more electronic approach we hope to be able to streamline and make it easier to use in future.

More than 90 percent

of the Australian pork industry, by production volume, is now certified through APIQ✓ and some producers have extra certifications, such as meeting our free-range or outdoor-bred standards, specific retailer specifications or having their gestation stall phase-out status verified as complete.

A quality assurance system such as this provides the demonstrable evidence for many of the product attributes and claims used in the commercial world.

Physi-Trace is our unique product traceability system.

It uses pork trace element profiles collected in a database for comparison to unknown samples, thus providing traceability to farm for unlabelled pork from a retail outlet for example.

It works through the co-operation with pork processors in taking samples according to a written protocol for submission to the database to keep it complete and current.

The majority of export certified processors in Australia are now part of the Physi-Trace system.

The bottom line is that customers of our Australian pork can be assured that we know how it was produced and where it came from.

Consumers can be confident that it is safe, ethically produced and they're getting the value they expect when buying it.

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Pig Industry Calendar of Events

2014

OCT 14 – APL/Pork CRC Annual Update, Young NSW Ph: 02 9478 1066 E: cullc@nswfarmers.org.au

OCT 15 - 17 – Vietstock 2014, Ho Chi Minh City, Vietnam www.vietstock.org

OCT 16 - 17 – Biomin's World Nutrition Forum, Munich, Germany www.worldnutritionforum.info/wnf/index.html

OCT 17 – APL/Pork CRC Annual Update, Perth WA Ph: 0417 702 692 E: richard.evison@westpork.com.au www.australianpork.com.au

OCT 20 - 21 – National Farmers' Federation National Congress, Canberra ACT www.congress.nff.org.au

OCT 20 - 21 – Pork CRC Benchmarking Project Annual Meeting, Melbourne VIC, Ph: 03 5721 8231 E: rowanohagan@bigpond.com

OCT 22 – APL/Pork CRC Annual Update, Longford TAS Ph: 02 6270 8820 E: robyn.terry@australianpork.com.au www.australianpork.com.au

OCT 29 – (ISAE) Annual Meeting, Sydney NSW E: rebecca.doyle@unimelb.edu.au

NOV 11 - 14 – EuroTier 2014, Hanover, Germany www.eurotier.com

2015

JAN 27 - 29 – International Production & Processing Expo, Atlanta, Georgia, US www.ippexpo.org

MAR 11 - 13 – VIV Asia, Bangkok, Thailand www.vivasia.nl

APR 14 - 15 – Victorian Pig Fair, Bendigo, VIC E: aileen@acelabservices.com.au

APR 22 - 24 – European Symposium of Porcine Health Management (ESPHM), Nantes, France www.esphm2015.org

APR 23 - 25 – VIV India, Bangalore, India www.vivindia.nl

MAY 7 - 9 – 6th European Symposium of Porcine Health Management, Sorrento, Italy www.esphm2014.org

MAY 17 - 20 – Alltech Symposium, Lexington, US www.alltech.com

MAY 19 - 21 – VIV Russia, Moscow, Russia www.vivrussia.nl

JUN 4-6 – World Pork Expo, Des Moines, Iowa, US www.worldpork.org

JUN 24 - 25 – International Symposium on Emerging and Re-emerging Pig Diseases, Kyoto, Japan www.emerging2015.com

SEP 16 - 19 – Space 2014, Rennes, France www.space.fr

SEP 23 - 25 – VIV China, New China International Exhibition Center, Beijing, China www.vivchina.nl

NOV 22 - 25 – Australasian Pig Science Association conference, Melbourne, VIC www.apsa.asn.au

How to supply event details: Send all details to Australian Pork Newspaper, PO Box 387, Cleveland, Qld 4163, fax: 07 3821 2637, email: ben@porknews.com.au

porknews.com.au

Europe visit report - Part one

I HAVE outlined a few notes from my recent travels to Europe to attend the European Federation of Animal Science (EAAP) meeting in Copenhagen, Denmark.

At the EAAP meeting I presented a paper titled 'Carcase weight is not a reliable tool to minimise consumer acceptance risk of boar taint in pork'.

Needless to say, there were numerous topics of interest at the meeting including responsible use of antibiotics; stress and immune function and their impact on productivity; precision farming systems; appetite control; slaughter observations to improve welfare; market-oriented pig production from conventional and non-conventional systems; behaviour and welfare in farm animals; and the Danish way of pig production.

I will provide a technical summary of the EAAP meeting in next month's edition of APN.

Following this, I was also invited by Zoetis to present our boar taint/eating quality work at a couple of technical meetings in the Netherlands and UK.

While in Europe I took the opportunity to visit a number of retailers, pig producers and processors.

The general mood in Europe (agriculture) at the time of my visit was very low given the events relating to the Ukraine-Russia situation.

Countries such as Denmark, the Netherlands and Poland are actively looking for other export markets for their once Russia-bound pork.

There also seems to be some confusion about whether the live 'genetics' pig trade to Russia is also banned.

The Europeans are fairly upset that Brazil has jumped in and opportunistically covered much of their volumes into Russia.

The Danes and Dutch are particularly upset given their sizeable export volumes to Russia.

The move to limit the use of sow stalls to four weeks appears to be yesterday's news and as far as I could tell, there was no real action from Brussels in relation to non-compliance by a number of EU countries.

And by the sounds of it, nor should we expect to see any action in the near future at least.

Perhaps we need to make more of this to highlight the Australian pork industry's commitment to the voluntary ban on gestation stall use.

The Danes, Dutch and the UK do have a reasonable research and development focus on alternative farrowing systems, however it was quite clear that

industry does not appear to have any appetite to change farrowing systems yet.

Entire male pig production systems appear to be the hot pig production issue, given the voluntary ban on surgical castration by 2018 and the cost of surgical castration with administered pain relief.

Much of this is being led by the Netherlands, with 40-60 percent (depending on who you ask) of male pigs now left as entire.

The use of the boar taint vaccine is low, with most countries looking to Germany to adopt this technology.

Belgium is an exception, where use of the boar taint vaccine appears to have no issue.

It is approved for use by all major supermarkets there, with some actually promoting its use to consumers (via a digital screen that sits over the pork shelves, messaging on continuous loop).

While the ban on surgical castration has been proposed for 2018, this is a voluntary ban and I suspect many countries will ignore it.

From a biosecurity viewpoint, African swine fever in Eastern Europe is of concern to the major pork producing countries, particularly Germany and France.

Denmark is not as worried, possibly due to the lack of a wild boar population.

In speaking with a number of veterinary groups in Denmark and the Netherlands, it appears the vets have little faith in any of the biosecurity measures between Western and Eastern Europe.

Given some of the feeble measures in place to curb wild boar movement, most vets I spoke to think an ASF outbreak in Western Europe is more a case of when rather than if.

The processing sector in Denmark is struggling given it continues to see increased sales of weaner pigs (almost 20 percent) to Europe, mainly Germany (better price), rather than having them slaughtered in Denmark.

Incentives to woo back producers with subsidised finisher facilities appear to be less than successful to date.

The word is that another processing plant is forecast to be closed with-



by **DARRYL D'SOUZA PhD**
Research and Innovation
General Manager

This facility is the second largest in Europe and slaughters 1300 pigs an hour and runs two shifts a day.

Given my interest in eliminating boar taint in Australia, I have always wanted to see first-hand the on-line boar taint assessment that the Vion abattoirs have implemented across most of their evisceration lines.

A 'boar taint sensitive' operator uses a blowtorch to heat the fat along the split carcass and then sniffs the general area to determine if boar taint is present or not.

As mentioned, this is done on the evisceration line and goes a long way to explaining the low incidence of boar taint claimed by the Dutch.

Bottom line – the assessment is crude at best and woefully inaccurate given all the olfactory challenges on the evisceration line.

The main destination for this high boar-tainted pork is the UK and Australia.

Also, plain to see were the socio-behavioural (mounting and aggression) issues as a consequence of entire male pig production and its negative welfare and carcass quality issues, especially shoulder and leg primal downgrades, which appear to be about 5 percent.

The technical meeting in the Netherlands was held in Oosterbeek.

There were three presentations: (i) why Dutch pork producers need to differentiate (by ABN-AMRO bank); (ii) Italian culinary tradition standards for prime pork quality (by an Italian processor); and (iii) my presentation titled 'Premium pork in a non-castrating market' provoked much discussion between producers and processors in the room, especially in relation to the 'real' incidence of boar taint, consumer fail rates and so on.

Producers are keen to use the boar taint vaccine but processors will not drop the three-euro penalty on entire male pigs, with no distinction made if the male pigs have been vaccinated.

The impacts of the horsemeat scandal in Europe were well and truly

still being felt in the UK, and have affected a number of major retailers, with Tesco taking the brunt of consumer backlash.

It was interesting talking to retailer Waitrose, which only sources UK pigs, and appears to have only been minimally affected by the substitution scandal.

Product traceability was the key focus and it seems that many have been implicated in this scandal, which highlights the severe grey areas within the supply chain.

It will be interesting to see what actions are implemented to prevent this happening again.

On the surface, it appears that the UK and EU regulators are taking an 'increased scrutiny by increased testing' rather than a 'reduce the risk' approach.

Like the Dutch, but perhaps for other reasons, the UK pig industry does not seem to consider the production of entire male pigs an issue, even though its average carcass weights are closer to 80kg.

The major concern for the UK was the worry it was the dumping ground for all the high boar-tainted pork from continental Europe.

However, in speaking with a number of retailers and producers, they were well aware that entire male pigs posed both an animal welfare and eating quality issue.

My meeting with Tesco was surprisingly informative and very frank.

Tesco indicated it was losing market share and was sensitised to the consumer backlash given some of the recent scandals associated with the horsemeat substitution that has affected its products.

Tesco's procurement group was well aware of the animal welfare issues with entire male pig production and particularly worried about those pig production systems that were operating mixed-sex systems (unintended pregnancies).

For further information on any of the topics discussed in this column, please do not hesitate to contact me on 02 6270 8804 or darryl.dsouza@australianpork.com.au



Campbell crosses state lines for fact-finding mission

BETWEEN September 7 and 15 I attended and gave two presentations at the 24th Annual Swine Health & Production Conference run by Carthage Veterinary Service in Macomb, Illinois, visited with Dean Boyd and The Hanor Family of Companies in Texas and with nutritionists and others from Smithfield Foods and additional production companies in Wallace, North Carolina.

My presentations were on summer infertility, how natural betaine can reduce its impact and how Australian producers have responded to the challenges of the 'brave new world' of housing and welfare of sows and piglets.

I heard a lot about porcine epidemic diarrhoea virus and as always picked up valuable information.

I have summarised some of the more relevant subjects and will send a Tech Alert to producers and nutritionists in the near future, with a little more detail on what is happening with costs and margins in the US and interesting outcomes on how manipulating fatty acid contents in lactation diets affects reproduction.

Lessons learnt

1. You do not want to get PEDv.

US pork experts still do not understand how PEDv got into the US industry or really how it is spread, but it is extremely contagious and almost everything tested is contaminated with the virus.

Clean up and eradication involves euthanasia at a level not worth contemplating.

The virus was first detected in the US on May 16, 2013 and has resulted in the loss of eight million pigs between then and August 2014.

Health focus

Dr Noel Williams, chief operating officer of Iowa Select Farms, which owns 38 breed-to-wean farms (each comprising 4500 sows) and weans 80,000 pigs a week, gave the keynote address at the swine conference.

He told us that all but two farms had contracted PEDv and in fairly quick succession.

Born alive across the farms averaged 12.2 before PEDv and since PEDv has been 'cleaned up' to an average of 12.4.

The extent the US industry differs from ours can best be summed up by the three Ps Noel listed as the key opportunities for his company: PEDv,

The messages were that



Initiatives

by DR ROGER CAMPBELL
CEO



porcine reproductive and respiratory syndrome, and people.

Traumatic time

Some farms have cleaned up PEDv within eight weeks of being affected, with an estimated loss of productivity (termed reproductive drag) equivalent to 1.8 piglets weaned/sow/year.

The average is thought to be closer to 2.7, with a number of herds exceeding 4.2.

Biosecurity at farms, feed mills and across the supply chain has become extreme and some farms are treating feed with formalin-based materials to minimise the risk of the virus being transferred in feed.

As I said, we do not want PEDv and you can read everything you want to know about the disease and its 'management' on the National Pork Board's website (www.pork.org).

The Americans do know how to stabilise and eliminate PEDv from herds, but it is an expensive and traumatic experience.

We do not want PEDv.

2. Post-cervical artificial insemination

I've previously suggested that set-time AI and post-cervical AI are the next two big advances in AI.

Jointly, they could reduce the number of boars required in the pork industry by at least 50 percent and therefore enable even greater genetic progress.

The former allows the use of one dose of semen only without oestrus detection.

The latter enables the number of sperm cells to be reduced by 50 percent.

PCAI seems to be going well but I'm not sure I can say the same for set-time AI in the US, though both are in their infancy and likely to become accepted technologies within the next few years.

Implementing PCAI

PCAI has been employed across many of the 26 sow units within the US Swine Vet Center's business model.

The messages were that

the technology reduces the time to inseminate sows, but requires considerable training and a standard operating procedure that needs to be followed – and it may not apply to gilts.

PCAI use by the Carthage Veterinary Service has allowed higher estimated breeding value boars to be used (sperm numbers reduced from

3 billion to 1.28 billion) and resulted in similar conception and farrowing rates, but maybe an extra half pig born alive compared to conventional AI.

It was interesting that they continue with boar exposure after AI and tend to do this by housing quite large numbers of boars in the aisles between mating pens following insemination.

3. Feeding pigs affected with PRRS

Thankfully we don't have PRRS, but know from Pork CRC research that the effects of *E. coli* infection and any disease or factor that initiates an immune response has the same effect on inflammation and performance as PRRS and this was clear from the results of PRRS challenge models presented at the Swine Health &

Production Conference.

Those in attendance discussed the use of plasma in the diets for sows in PRRS unstable herds and higher soybean meal levels in the diets of grower and finisher pigs.

US research has shown that higher soybean meal

levels reduce mortality in wean-finish herds.

Pork CRC research suggests aspirin, increased vitamin E levels and higher levels of sulphur amino acids all reduce the impact of infection and immune stress and I think these technologies, devel-

oped largely by Dr Jae Kim from the Department of Agriculture and Food, Western Australia, have implications globally.

We have been discussing the effects of this research on animal health and performance at the

continued P4



As they were in 2013, Pork CRC program leaders such as Program 4's Dr Rob Wilson will be closely watched as they report on project outcomes at the annual Pork CRC stakeholders' meeting in Melbourne on November 17.



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Pork CRC chairman Dennis Mutton will address the 2014 Pork CRC stakeholders' meeting in Melbourne. www.porknews.com.au

Campbell crosses state lines for fact-finding mission

from P3

Pork CRC/Australian Pork Limited annual updates and it was really only after hearing about the constant disease challenges faced by pigs in US systems that the real importance of our R&D struck home.

Watch this space.
4. Cost of production and margins

Cost of production and average prices in the US have fluctuated quite widely during the past five years, with most producers losing money every year between 2011 and 2013, but bouncing back big time in 2014, with profit peaking at more than \$US100/head in 2014.

The forecast margin for 2014 is about \$US69/head, due to falling grain and feed costs and record prices largely due to reduced supply associated with PEDv.

Prices are forecast to decline in late 2014 and through 2015 but this will depend on whether PEDv

makes a comeback this winter and/or what other disease challenges the industry might have to deal with in 2014-15.

While I await more detail, it appears the average cost of production in 2014 will be about \$A1.85/kg carcass weight, with costs other than feed running at roughly 50 cents.

This is considerably lower than what we achieve in Australia, but is not surprising given the greater carcass weight sold/sow/year and generally lower costs for almost everything in the US compared to Australia.

5. Improving reproduction

I spent a day with Pork CRC participant The Hanor Family of Companies, which controls at least 300,000 sows and has a packing plant with a daily capacity of 20,000 pigs.

They are most interested in our research on group housing of gestating sows and our work on alternative health strategies.

During the visit, Dean

Boyd shared some recent research with me on the use of linoleic and linolenic acid in lactation diets.

They have seen good improvements in conception and farrowing rates and a marked reduction in culling rate when they get the balance of the two fatty acids right – especially in older sows (parity 3 and above).

For example, they found that farrowing rate and litter size increased when the balance of the two fatty acids was optimised.

Reproduction generally improved with increasing linoleic acid levels and further improved when the level of linolenic acid was balanced correctly.

When the levels of the two fatty acids were optimised, the 'culling' of P3 and older sows was reduced from about 20 percent to less than 5 percent.

Australian researchers in the first Pork CRC demonstrated the effects of the omega-6 to omega-3 ratios in gestation diets on reproduction, and research is continuing in the US.

I will get back to producers and nutritionists with some practical or more specific recommendations once I get further detail.

6. Group housing – definitive decision made by US group

While in the US, Hatfield Quality Meats, which owns roughly 51,000 sows and slaughters about three million pigs annually, informed its independent suppliers that they would need to be gestation stall free by 2020, while the company owned systems would be stall free by 2017.

The US definition of stall free is likely to be different from what we have in Australia (we hope), but this is the first company in the US to instruct its independent suppliers that they need to move away from full confinement during gestation.

I expect others to follow. Indeed, during all visits, owners and managers seemed resigned to the fact and generally unconcerned that the confinement of gestating sows will be reduced and a number are already making the transition.

As I said, it was an interesting trip, with the extent animal health challenges impact the industry, the low cost of almost everything compared to Australia and the innovative pork business models developed by veterinary groups and others the things that really stuck in my mind.

If you have any questions or want more detail, send me an email at roger.campbell@porkcrc.com.au

Stakeholders' meeting

For all participants and other interested parties, Pork CRC's annual stakeholders' meeting will be held on November 17 at the Park Hyatt Melbourne, 1 Parliament Square off Parliament Place.

We will cover the transition of Pork CRC to another research entity, R&D outcomes across the programs that will impact pork businesses and run a workshop on the drivers of profitability in pork production.

Put the date in your diary – details will follow shortly.

www.porkcrc.com.au



Dr Jae Kim from DAFWA has largely been responsible for Pork CRC research suggesting that aspirin, higher vitamin E levels and greater amounts of sulphur amino acids reduce the impact of infection and immune stress.

R&D levy debate



Senator Leyonhjelm

OVER the past year there has been political and media interest in agriculture levy collection and distribution.

The interest commenced in November 2013, when Agriculture Minister Barnaby Joyce commissioned a Senate review into the grass-fed cattle levy.

While the review focused on only one industry, a spotlight has been placed on the way in which research and development corporations such as Australian Pork Limited invest the producer levies entrusted to them.

The inquiry was brought to the Senate due to the frustrations felt by many grass-fed beef levy payers, concerning how funds were managed and invested by Meat & Livestock Australia.

On September 9, 2014 the Senate inquiry final report was tabled.

The first recommendation from the review was the establishment of a producer-owned body under legislation, similar to how APL functions and operates.

The review also recommended greater transparency regarding the way in which producer levy money is spent.

This recommendation is a core value that APL strives for, and APL welcomes a level of scrutiny when allocating levies.

Accountability and transparency during the levy allocation process are built into our consultative and distribution procedure when drafting our Strategic Plan, and allocating levy funds to projects that benefit the industry.

At the same time, NSW Senator David Leyonhjelm has been leading the charge to disallow any future increases to compulsory levies collected on mushrooms, onions and mangoes.

Leyonhjelm's stance on levies has attracted a lot of attention from grower groups, with most representatives opposing changes to levy collection.

The vote in the Senate on the disallowance motion was due on August 26, 2014, however the vote was postponed to late September.

According to Senator Leyonhjelm this was done "to allow growers and grower groups to get their heads around what I'm proposing".

On September 24, 2014 Senator Leyonhjelm withdrew the vote from the Senate due to a lack of support for the motion from the Government, Opposition, Greens and Palmer United Party, and the establishment of a further Senate levy inquiry.

Senator Leyonhjelm's complaint against the levy rise was reportedly sparked by Costa, Australia's largest mushroom grower.

It opposed the increase from \$2.16 to \$4.32 a kilogram of mushrooms, as it

would cost the business an estimated additional \$800,000 a year.

The levy was to jump from \$2 a tonne to \$4 a tonne for hard onions, while mangoes were to increase from \$1.75 to \$1.893 a kilogram, with the increase designated to fund biosecurity activities.

Consultative processes for increases to compulsory levies votes were held by the respective bodies for mushrooms, onions and mangoes, with producers voting to increase the levy.

Australian Mango Industry Assoc CEO Robert Gray said if the Senate vote to disallow the levy is successful, it could put the whole levy system in disarray.

"The levies in question were passed by a majority of mango growers," he said.

"The final decision should rest with the growers as they pay the levy and will be most affected by the disallowance."

One of the major motivations for Senator Leyonhjelm's disallowance motion was that he felt there should be greater 'democracy for levy payers' and he was seeking a vote every three years on levies.

Mr Gray's stance on the levy disallowance motion is echoed by many other RDC organisations, which were concerned that changes to the current levy system could threaten the research and development activities that support the agricultural industry's progress and innovation.

Senator Leyonhjelm said there is wonderful research undertaken from which the entire industry benefits, and which would otherwise never have occurred.

Without levy systems in place there is no easy solution to who would advocate for producer marketing as well as this valuable R&D.

Funds that are dedicated for biosecurity activities underpin protocols which are in place should an exotic disease enter Australian borders.

Without these funds, entire industries could be at risk.

As a result of the disallowance motion, another wider R&D inquiry has been agreed upon by the Senate.

NSW Senator Bill Heffernan referred the motion to the Rural and Regional Affairs and Transport References Committee for

inquiry, with a report due by November 24.

The inquiry seeks to review the: basis on which levies are imposed, collected and used; competing pressures for finite R&D funds; levy payers' opportunity to influence levy investment and approve the imposition of levies; transformation of R&D and marketing to increase returns at the farm gate; effectiveness of extension systems; collaboration on research to benefit multiple industry and research sectors; and industry governance arrangements, consultation and reporting frameworks.

The review is taking submissions until October 20.

APL will be making a submission and working with other organisations such as the National Farmers' Federation and the Council of Rural Research and Development Corporations to support their submissions.

The NFF has voiced its concern over proposed changes to the current levy system, highlighting its belief that any changes to the current agricultural levy system must enhance the long-term competitiveness of Australian agriculture and be in the best interests of farmers and their communities.

The NFF is a strong supporter of Australia's levy system.

APL does, however, understand that it is appropriate to review the system from time to time, especially where government co-contributions are involved.

While at times the distribution of these funds may seem confusing, APL has a robust strategic planning process to allocate levy funds where optimal value for money spend is achieved.

In addition, APL's Specialist Group process allocates R&D matchable funds and applies a cost benefit analysis to proposed projects.

The outcomes of the Specialist Group process are then discussed, and a decision is made on projects by the R&D Advisory Committee of the APL Board.

There is a certain level of trust that producers place in RDCs to ensure that levy dollars are well spent.

Without the levy and RDC system in place there will be limited options for industries to implement critical research such as APL does for product integrity, biosecurity, welfare and production, or to underpin marketing, research and policy activities.

Should you wish to provide APL with any comment on the Senate levy inquiry, please do not hesitate to contact me at Deb. Kerr@australianpork.com.au

Deb Kerr
APL General Manager
Policy

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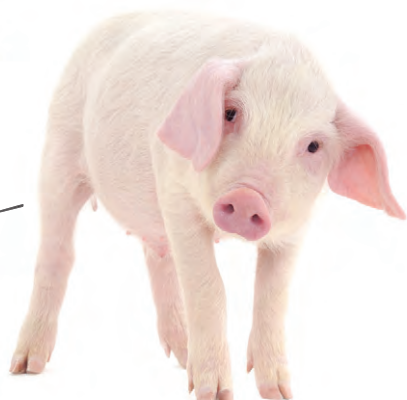
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portant for her to be part of such a valued accreditation scheme.

"Being certified with such a high-level true free-range certifier says to my customers that we are very serious about raising our pigs properly on pasture," she said.

"I love to spoil the sows with their piglets and make sure they are well fed, watered, warm and dry."

At the moment, Happy Valley farm has 21 sows.

Joanne is very careful about how she manages her pasture, and encourages and invites visitors to come and see the pigs.

"We've had a lot of visitors to see the pigs and took part in the Yarra Valley Food & Wine Festival, with sold-out pig tours on both days," she said.

"People just love coming to see the pigs in the paddocks, playing and grazing as they do."

Regular paddock rotations occur, and long spelling of paddocks has ensured the grass cover at the farm has stayed at optimum levels.

The breeding program ensures the wellbeing of sows and piglets at all stages of the process.

"Our breeding program is very natural," Joanne said.

"The boar and sows all live together in one pad-

dock and a sow is moved to her own private paddock within two weeks of her farrowing date.

"She lives in her own paddock until the piglets are six to eight weeks old."

Happy Valley Free Range is an innovative small producer and the pigs are predominantly sold at farmers markets within Victoria.

The farm has become a part of the Yarra Valley

community, and is open and honest about its farming methods.

Joanne is keen on bringing people back to pork, and now has regular customers who only began eating pork again after seeing the Happy Valley farm and how its pigs are raised.

Happy Valley Free Range is a special farm, with its social media such as Facebook growing every week.

Joanne is also distributing a weekly newsletter with information on farmers markets, recipes and news of life on the farm.

"I don't want to have a big production, I like that I am the main human interaction with the pigs, that we are like one big family and every sow gets a big belly scratch," she said.

As a winner of a Farmer of the Year Award, Happy

Valley Free Range has come a long way for small producers and is helping to ensure that the best free-range practices continue to become a big part of the industry.

There has been a lot of interest in Humane Choice certification recently, and if you think your farm could be a part of the accreditation scheme, head to www.humanechoice.com.au to see the standards.

Alltech acquires Lienert Australia to strengthen on-farm support services

AS part of a strategy to strengthen its support of agriculture at the local level, global animal nutrition leader Alltech is proud to welcome Lienert Australia Pty Ltd, prominent Australian premix manufacturer and feed ingredient supplier to its corporate family.

The acquisition of Lienert Australia, finalised on September 24, has the full support of both companies and is built upon two decades of friendship and business partnership.

Alltech has bought 100 percent of the shares in Lienert Australia from the Lienert family.

This move solidifies their long-term partnership in providing greater on-farm support to Australian farmers to make their operations more efficient, profitable and sustainable.

Both companies' foremost commitment is to customers throughout the food chain, providing farmers with tailored solutions and local support as they shoulder the responsibility of feeding the population.

Lienert Australia and Alltech are family owned businesses dedicated to bringing nutritional solutions to the farm and food industry.

For more than 40 years Lienert Australia has manufactured, distributed and supplied ingredients, supplements and nutritional advice to the livestock and feedstock industries within Australia, New Zealand and the Philippines.

Its clients range from small family farms to in-

tegrated operations and commercial feed mills.

Lienert Australia and Alltech have much in common, from a fervent commitment to quality to utilising and researching the latest technologies.

These core practices are driven by another shared pledge: supporting the work of farmers as they endeavour to produce food more efficiently to affordably supply an ever-increasing demand for safety, quality and quantity.

Alltech president and founder Dr Pearse Lyons said: "Australia's influence on the food chain extends far beyond its geographical borders, and the acquisition of Lienert Australia underscores Alltech's long-term commitment to strong, sustainable agriculture as well as food quality and safety within the entire Asia-Pacific region."

Alltech's acquisition of Lienert Australia will enable the companies to collaborate on research, production and distribution, strengthening their ability to provide farmers and members of the food chain with the latest in natural, nutritional technology.

Lienert Australia's distribution fleet covers most agricultural regions of Australia, and its premix manufacturing plants are Good Manufacturing Practice accredited facilities equipped to accommodate a broad range of manufactured products.

Lienert Australia is licensed to manufacture veterinary chemical

products and controlled substances by the Australia Pesticides and Veterinary Medicines Authority, and has a registered quality management system to the Hazard Analysis Critical Control Point standard with FeedSafe accreditation and AS4801 occupational health and safety accreditation.

Lienert Australia will benefit from Alltech's global operations in 128 countries and extensive team of scientists, nutritionists and marketing experts; 43 production facilities that meet or exceed all international and regional quality standards; and primacy in science.

Alltech has three major bioscience centres, complemented by 20 formal research alliances with leading universities and research institutions around the world, from Uruguay to China.

Lienert Australia managing director Nick Lienert said: "We are delighted that Alltech, another family business and a leader in its field, with similar values and the same determination to succeed, will be taking the business further forward to realise its full potential and build upon recent investments in both the manufacturing facility and the team."

Previously represented by a distributor, Alltech has operated as a private company in Australia since 1997 and has been recognised for its nutritional innovations as well as educational and philanthropic endeavours.

The annual Alltech Young Scientist Award recognises student research and receives more than 8000 entries worldwide, with regular participation from Australia.



Alltech founder and president Dr Pearse Lyons with Lienert Australia managing director Nick Lienert after finalising the agreement for Alltech to buy 100 percent of the shares in Lienert Australia.

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Pork CRC project leader profile

■ Pork CRC Project 4C-104/105/109/110/111/113: Biogas research projects

A PORK CRC project leader in Subprogram 4C 'Carbon-Neutral Pork Production', Dr Stephan Tait is a research fellow at the Advanced Water Management Centre, University of Queensland.

Stephan completed his PhD in chemical engineering at University of Queensland in 2007, in the area of industrial enzyme purification.

After this he turned to wastewater and for four years provided project and commissioning support for wastewater treatment systems around Australia and for six months in Hong Kong.

Much of this work was done with GHD Pty Ltd, a global engineering and environmental consulting firm.

Chartered professional

In 2010 Stephan became a chartered professional engineer with the Institution of Chemical Engineers for his practical engineering experience in wastewater.

In 2011 he was appointed a research fellow at University of Queensland to co-ordinate an international group of experts across Europe, the US, Canada and Australia to capture and translate chemistry knowledge into computer simulation models of wastewater treatment.

Such models are used by engineers to design and troubleshoot full-scale wastewater treatment plants around the globe.

This was an initiative of the International Water Association.

Stephan first joined the pork industry in 2009, when he tested spent piggy litter to biogas at lab-scale (an Australian Pork Limited project).

He found that straw-based bedding produced a reasonable amount of biogas, but it took four years to secure further funding to upsize to small demonstration scale.

In 2013, Pork CRC project 4C-111 secured co-funding from the Australian Government Department of Agriculture, Australian Egg Corporation Ltd and Quantum Power Ltd under the National Agriculture Manure Management Program consortium led by APL.

This project now tests spent litter to biogas at 100 to 200-litre scale and is developing low-cost technology options for medium-size piggeries.

Bioenergy Support Program

In 2012 Pork CRC established the Bioenergy Support Program to support the momentum building around biogas in the pork industry.

Stephan was appointed co-ordinator of the BSP efforts and for about 18



months travelled around Australia and New Zealand to promote biogas as an economical option to meet a major portion (greater than 30 percent) of the pork industry's energy demand.

During this period the role of the BSP was diverse.

Work with government departments refined the Carbon Farming Initiative methods, which led to about \$950,000 of income for the pork industry.

Work with state-based gas-safety regulators paved the way for more practical safety requirements for biogas on farm.

The multitude of practical learnings to date by early adopter producers have been captured and communicated to the broader industry as case study talks and now in the form of Talking Topic booklets.

Effluent Steve

Stephan was appropriately renamed 'Effluent Steve' by producers during the Pork CRC/SARDI Pig Science Course (a definite highlight and I highly recommend it – thank you Paul Hughes).

The BSP only works because of the tireless effort of amazing people such as Janine Price, Alan Skerman, Hugh Payne, Eugene McGahan, Rob Wilson, Sasha Jenkins, Stephan Heubeck and the many producers who willingly share their essential experiences.

Black gold

Originally intended to achieve core Pork CRC research milestones, the BSP is now transitioning into targeted research to further value-add to biogas at piggeries.

As also intended, this research is well informed by a clear understanding of what the pork industry needs.

The Masters research project by Alan Skerman under Project 4C-104 is testing low-cost scrubbing materials for cleaning hydrogen sulphide from biogas.

Research Projects 4C-105 and 4C-109 determine tolerant levels of inhibitors (such as antibiotics and salinity) for covered lagoons and digesters and investigate the ability of pig manure derived microbes to adapt to inhibitory conditions.

Project 4C-105 has led to a provisional patent for an inhibition test method, and Project 4C-111 is the

spent litter project previously mentioned.

Upcoming Project 4C-113 targets boosting biogas production by co-digesting pig manure with other wastes such as waste by-products.

This can be essential at many piggeries where the amount of biogas is in-

sufficient to meet onsite energy demands.

The project researches the positive or negative effects of mixed waste digestion.

Interestingly, it is the experience (in industry and in the lab) that some wastes produce more biogas when co-digested with pig manure than if digested by themselves.

Good on you pig manure!

I always knew it was black gold.

Triple treat

The cash leveraging in Project 4C-113, Project 4C-111 and other outcomes to date from the BSP has more than

tripled the value of the original investment by the pork industry/Pork CRC.

Into the future, the draft plan is to provide longevity to the technical support of the BSP by transitioning the support role onto Alan Skerman at the Queensland Department of Agriculture, Fisheries and Forestry.

Alan has actively served the pork industry for many years with regard to biogas and other matters.

For more information on the BSP or the research described, please contact Stephan at s.tait@uq.edu.au



Dr Stephan Tait



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Jeremy Ayre received the Ann Osborn Memorial Prize in Biotechnology in recognition of achievement in Honours at Murdoch University from Assoc Prof John Bailey.

Ayre to algae growth throne

'Growth, development and use of algae grown on untreated and undiluted anaerobic digestion piggery effluent'



Jeremy Ayre: Pork CRC PhD candidate in Project 4A-106, Murdoch University
Principal supervisor: Dr Navid Moheimani, Murdoch University

JEREMY Ayre completed his Honours in Biotechnology at Murdoch University in 2013 on a Pork CRC supported project, which considered the use of micro-algae as a component of piggery wastewater treatment.

Anaerobic digestion is widely used by piggeries for wastewater treatment.

Piggery anaerobic digestate is very high in ammonium concentration, turbidity and pH.

Jeremy's project looked closely at tackling some of the hurdles presented when considering algae treatment of the anaerobic digestion effluent including the fresh water used to dilute the algae treatment.

The focus of his studies was performing a proof-of-concept demonstration that explored the hypothesis that it was possible to grow algae successfully with undiluted effluent at very high ammonia levels, usually considered toxic to algae.

At the first stage he spent a few months isolating suitable algae.

Reliable cultivation of isolated species was the next step.

Jeremy used raceway ponds at the Murdoch University Algae R&D Centre and was able to grow the isolated algae successfully over the course of several months and in a production-style semi-continuous system for about five weeks, limited by the completion of his Honours year.

PhD platform

As far as current literature reports, growth of algae in such high ammonia levels has not previously been demonstrated.

Publication of the data

and outcomes from this study is planned for the end of 2014 and these findings open the way for further research in optimising the growth of the algae, aiming at integration into piggery wastewater treatment systems.

The positive outcomes have also led to further interest in Pork CRC supporting continuation of this work with a PhD project following on from the initial study.

Integration of algae treatment into piggery wastewater is not a new concept, with research in this area dating back to the 1970s.

There is a novel approach here that might make algae wastewater treatment a reality for piggeries.

By focusing only on using undiluted anaerobic digestion effluent, Jeremy believes there is great potential to make this highly applicable to Australian piggeries, as he is not adding more fresh water to the system.

Coupled with high solar radiation and suitable algae growth conditions in Australia, particularly WA, further development of this technology would hopefully lead to economic benefits as well as further improvement of the environmental footprint sometimes associated with pig production.

Optimisation strategies

Though currently in the early planning phase of the PhD, there is a reasonably distinct course ahead that follows on directly from the work achieved in the Honours project.

The PhD project will look at optimisation strategies to enhance the growth and consistency of algae production.

It will also consider the nutritional composition and potential benefits of using the algae biomass as a supplement to the pig diet.

Jeremy is also interested in looking at furthering anaerobic digestion of the carbon-enriched algae biomass.

The potential exists to enhance biogas production of the piggery, which

along with the primary anaerobic digestion process should allow capture and reuse of a large part of piggery greenhouse gas emissions.

Not only does the biogas provide a fuel source for use at the piggery for purposes such as heating or electricity production, the carbon dioxide output from combustion of the biogas fuel might also serve as an algae growth accelerator.

Some supporting results in the Honours project and current algae literature suggest significant enhancement of algae growth using the carbon dioxide-rich gas.

The final outcome may also intrinsically lead to the creation of clean fresh water, which can be used again by the piggery.

Harnessing waste

Overall, Jeremy hopes to explore and develop a system whereby a waste product in the form of piggery wastewater can be harnessed into a resource for piggeries.

The piggery waste itself, which has significant nutrient levels, can cause problems as a potential pollutant, however Jeremy is hoping to reuse this waste in generating a potential pig feed and/or fuel source and out-putting clean and treated fresh water by using algae

treatment to overcome the limitations of such a high-ammonia environment.

Environmentally friendly considerations also potentially see the use of sustainable energy in the form of sunlight and consuming greenhouse gases that might otherwise be released into the environment.

Support network

Jeremy feels fortunate that he is able to conduct his PhD with support from Pork CRC and Murdoch University, where he appreciates very good supervisory support.

Dr Navid Moheimani is the principal supervisor overseeing the project, especially the algae growth, optimisation and limits to the growth.

Prof John Pluske, Murdoch University is helping with the nutrition aspects; Dr Sasha Jenkins, University of Western Australia is assisting with the anaerobic digestion; and Emeritus Prof Michael Borowitzka, Murdoch University is aiding the project with a vast knowledge in algal cultivation and economics.

The project is also supported by the Department of Agriculture and Food, Western Australia and University of Melbourne.

Contact Jeremy at jmail box@gmail.com for more information.

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Pork CRC Program 4 leader Dr Rob Wilson and Dr Navid Moheimani at Murdoch University Algae R&D Centre.



Jeremy Ayre's principal supervisor Dr Navid Moheimani with algae samples.

www.porknews.com.au



The Worner wake was woken by the arrival of the local paper. The author's mate Tim Worner (right) and his brother Stephen, shared a yarn with the local paper deliverer. The front page headline 'The carnival is over' was apt.

The carnival is over

TWO very good friends of mine Tim Worner and Brad Thomason recently lost their dads, albeit each enjoyed a good in-nings, Geoff Worner at 92 and Fred Thomason at 100.

Though Tim, chief executive of Seven West Media and Brad, managing director of D'Orsogna are in their 50s and 60s respectively and hold down influential, stressful and demanding jobs, both are simply their dad's boys at heart and unashamedly so.

Despite being unable to share with Brad the Melbourne funeral service and 'scotch whiskey-flavoured wake' for Fred, I did share some thoughts with him as we reminisced about our dear ol' dads' lives, as I lost my dad Ray at 80 only six months ago.

We agreed that we'll both miss 'em badly and I assured Brad that his positive thoughts of and for Fred would not diminish with the passing of time.

Born in the UK at about the same time World War I commenced, Fred migrated to Australia as an 11-year-old, before leaving school at 12 to work on a farm.

After enlisting in World War II, Fred married Olga Collins in 1940 and then left for Malaya, not returning until 1945.

He spent time at the infamous Changi prisoner of war camp, Burma Railway and Nagasaki shipyards.

Tough times no doubt.

After the war, Fred reunited with his much-loved Olga and settled at the Melbourne suburb of Reservoir, where they proudly raised three sons.

His working life included stints as a council worker, bookmaker and meat truck driver.

With son Brad making a big career in the meat and smallgoods business and having a beyond-business passion for racehorses, it



Cant Comment by BRENDON CANT

seems fruit doesn't drop far from the tree.

Tim's dad Geoff spent his lifetime working for the WA Government's electricity utility, then known as the State Energy Commission, the same place my maternal grandfather Les Calley spent most of his working life.

A gifted schoolboy athlete and later a highly regarded schoolboy athletics coach, Geoff also wrote football, covering the West Australian Football League in *The Sunday Times* for many years.

With oldest son Tim becoming a journalist and second son Stephen these days working in government public relations, once again the fruit has lobbed not far from the tree.

Having recently attended Geoff's burial service at Karrakatta and then the wake at his suburban Jolimont home, which he had shared in the past few years with a lovely young family from Bhutan since his wife Daphne died, I can tell you the Worner wake was a beauty.

It kicked off, at Tim's behest, in the front garden where Geoff daily

and lovingly tended his raised-bed vegies, which Tim was keen to water as the last of the lettuces wilted.

With plenty of family around including the country clan of eldest daughter Lindsay, we celebrated Geoff's life with many beers, pizzas and good yarns.

Yarning was the order of the day, as tends to happen when a pack of journos and media hacks get together with a common cause and refreshing lagers to punctuate their stories.

Dealing the big hands (that is the best yarns) at the front of the pack were Tim's good mates Sean Murphy (ABC *Landline* reporter), Luke Morfesse (Fremantle Dockers media and communications manager) and freelancer Jacqui Lang (who puts together great suburban e-newsletter *The Starfish*).

With an agreed journalistic pact not to reveal our sources, I can't deliver on the background or flavour of the stories, but I can share with you the day's breaking news... a front page that gobsmecked me.

Tim's dad Geoff was fond of *The Seekers* and therefore one of the band's biggest hits *The Carnival is Over* was played as his coffin exited his old school's chapel earlier that day.

Amazingly, a few hours later at Geoff's home and only an hour or so into the front yard vegie patch wake, the local suburban newspaper *Western Suburbs Weekly* was delivered to the letterbox by a charming young Asian man who was quick to tell Tim and Stephen how much he'll miss his weekly chat with dear ol' Geoff.

The edition's front page headline in big bold type was 'The carnival is over'.

The story referred to the cancelling of a local street festival.

Go figure. 🐷

Kia-Ora Piggery – finalist in the Victorian Premier's Sustainability Awards 2014

YARRAWALLA-based Kia-Ora Piggery Pty Ltd has been announced as a finalist in the 2014 Victorian Premier's Sustainability Awards for its Environmental Stewardship Pig Poop & Passion project.

Sustainability Victoria CEO Stan Krpan congratulated the Kia-Ora Piggery team for their innovative work and said they are an excellent example of leadership in sustainability.

"Kia-Ora Piggery Pty Ltd has been recognised by judges in the Small and Medium Enterprises category for its outstanding contribution to sustainability," he said.

"This year the Premier's Sustainability Awards announced 27 finalists – the highest number in the Awards' history.

"We are delighted to celebrate and share their remarkable stories of sustainability."

Kia-Ora Piggery is a



family run operation with 1950 breeding sows, producing about 950 pigs a week, representing over 4000 tonnes of fresh pork sold each year.

Kia-Ora utilises waste food byproducts to supplement the pigs' rations including rejected or unused packaged and canned products from human consumption and liquid byproducts from food manufacturing processes.

This results in a large reduction of organic waste products going to landfill and municipal tip sites.

The effluent treatment and recycling system used at Kia-Ora has recently incorporated the

use of anaerobic digestion in covered effluent ponds to capture biogas, which is utilised to replace LPG for heating and to cogenerate sufficient electricity to replace all the on-farm electricity usage.

This allows for about 15 percent of generation capacity, above the site's needs, to be sold into the power grid as a greenhouse gas offset.

Replacing all the LPG and electricity used by the operations will result in an 81 percent reduction in greenhouse gas emissions at the site from 16,598 tonnes a year to 3121 tonnes a year.

Now in its 12th year, the Premier's Sustaina-

bility Awards celebrates efficient use of water, resources and energy, better waste management and recycling practices, the enhancement of the environment and effective, practical community action.

Finalists have been selected in nine categories: Cleaner Yarra and Bay (a new category), Community, Education, Environmental Protection, Infrastructure and Buildings, Innovative Products or Services, Large Business, Small and Medium Enterprises and Tourism.

A winner is selected from each category.

In addition to the nine category awards, Victorian Premier Denis Napthine personally selects two overall winners to receive the Premier's Regional Recognition Award and the Premier's Recognition Award.

Winners will be announced early October 2014 at a gala awards night. 🐷

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Reference: 1.Groth D, et al. Evaluation of the efficacy of M+Pac in one- and two-dose regimens against competitor one-dose *M. hyopneumoniae* bacterins. Allen D. Leman Swine Conference Recent Research Reports, 2001; 28 (suppl):41.

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Pig meat production continues to rise

AUSTRALIAN pig meat production increased for a fifth consecutive year in 2013-14, rising by 1 percent, and according to Robert Leith in the ABARES Agricultural commodities report for the September quarter 2014 a similar growth rate is forecast for the coming year.

Summary

Pig prices are forecast to fall by 1 percent in 2014-15, reflecting expected higher domestic production.

Exports are forecast to increase in 2014-15 but will continue to represent only a small share of total industry output.

Pig meat imports fell by 11 percent in 2013-14, as the weaker Australian dollar made imported pig meat more expensive.

Pig meat exports to New Zealand, Papua New Guinea and Hong Kong each increased by between 5 percent and 8 percent in 2013-14.

In 2013-14 the total value of Australian pig meat exports increased by 4 percent to \$85 million.

Pig meat prices

The weighted average over-the-hooks price of pigs is forecast to decrease by 1 percent in 2014-15 to 304 cents a kilogram.

Domestic production is forecast to increase, supported by lower feed grain prices.

Imports are also expected to rise because lower forecast corn and soybean prices are anticipated to encourage increased pig meat production in the northern hemisphere.

This is likely to help North American producers overcome the effects of a virus outbreak

in 2013-14 that resulted in high piglet mortality.

In 2013-14 the Australian pig price increased by 7 percent to 306c/kg, reflecting a reduction in total pig meat supply.

Domestic processor demand for locally produced pig meat increased as imports declined, putting upward pressure on domestic prices.

Production to increase
Australian pig meat production increased for a fifth consecutive year in 2013-14, rising by 1 percent to about 360,000 tonnes.

In 2014-15 pig meat production is forecast to increase by a further 1 percent to 364,000 tonnes.

The forecast reduction in feed barley and wheat prices is expected to result in lower input costs, encouraging producers to increase production.

Pig-to-feed price ratios are indicators of

Australian pig producer input cost margins.

In 2013-14 the pig-to-barley ratio increased by 10 percent and the pig-to-wheat ratio by 6 percent.

Both ratios are expected to increase again in 2014-15.

Imports to increase

Australia allows imports of deboned pig meat from selected countries.

It must be heat treated before it is sold, so it can only be sold as manufactured product.

Therefore, only domestically produced pig meat can be sold as fresh pork in Australia.

Pig meat imports fell by 11 percent in 2013-14; the depreciation in the Australian dollar against the currencies of pig meat exporting countries made imports more expensive.

In 2014-15 imports are forecast to increase by 4 percent to 142,000 tonnes.

Lower corn and soybean prices are expected to result in increased competition from exporting countries in the Australian pig meat market.

Australia sources most pig meat imports from North America.

Over the five years to 2013-14, Canada and the US accounted for about 60 percent of Australia's pig meat imports.

Access to cheaper feed grains, notably corn, allows these countries to be highly price-competitive pig meat producers.

Corn prices fell significantly in 2013-14 and in August 2014 were the lowest in about four years.

In the first half of 2014, a porcine epidemic diarrhoea virus outbreak in North America resulted in many piglet deaths (particularly in the US).

This caused pig meat supply to fall and prices

to increase.

Reflecting this, US pig prices increased by about 60 percent between January and July 2014.

Instances of PEDv pig deaths are expected to drop considerably in 2014-15.

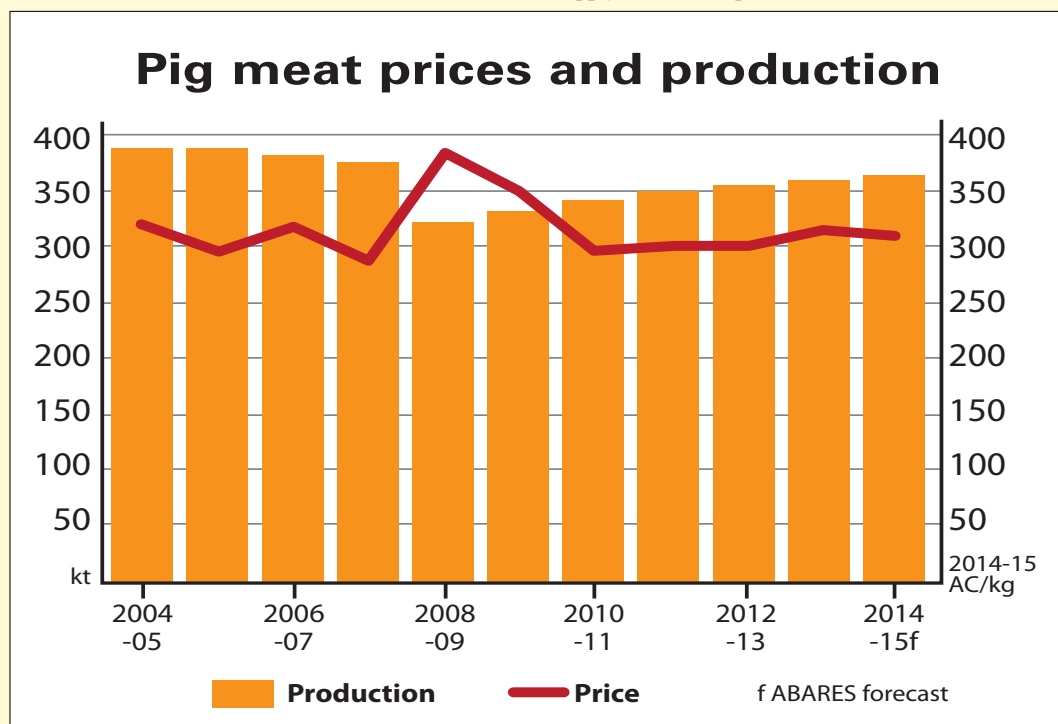
Exports to increase

In 2013-14 Australian pig meat exports increased by 2 percent to 27,000 tonnes, as the depreciation of the Australian dollar made Australian pig meat more price competitive relative to northern hemisphere pig meat.

Shipments to Singapore were relatively unchanged at 9000 tonnes.

Australian exports of pig meat are forecast to increase by 4 percent in 2014-15 to about 28,000 tonnes.

The value of exports is forecast to increase by 2 percent to \$87 million.



The world looks to Australia for nation branding

COUNTRIES around the world are looking to Australia for guidance on country of origin branding.

The success of Australia's only country of origin certification program, administered and promoted by the not for profit Australian Made Campaign, is prompting other countries to revisit their own branding schemes.

Speaking alongside Irish Prime Minister Enda Kenny at a recent event in Dublin, Australian Made Campaign chief executive Ian Harrison shared details about the program with Ireland's business community.

Canadian ministers travelled to Australia earlier this year to learn more about the creation of a national logo for locally made and grown products and produce, and a strategic plan to market that brand as well.

Other countries including New Zealand and South Africa have also come to Australia for advice.

The green and gold Australian Made, Australian Grown kangaroo logo has been identifying genuine Aussie products and produce for almost three decades.

Mr Harrison said there has since been a proliferation of 'pretender logos' but the AMAG logo remains the only registered country of origin trademark in Australia, and its strict compliance program has earned it credibility both in Australia and abroad.

According to Roy Mor-



gan Research, 98 percent of Australians recognise the logo and 88 percent trust it to identify locally made and grown goods.

Research by YSC Online also found that products carrying the logo in export markets were more likely to increase sales than those that did not.

Today more than 2000 Australian businesses are registered to use the logo on over 15,000 products sold here and around the world, representing growth of 150 percent in the past decade.

"For many small businesses, particularly those involved in export, the logo is their strongest brand in the marketplace," Mr Harrison said.

"The same can be said for state, territory and local government branding activities overseas – when the AMAG logo is used as a hierarchical branding platform, it establishes the national identity of the 'sub-brands'."

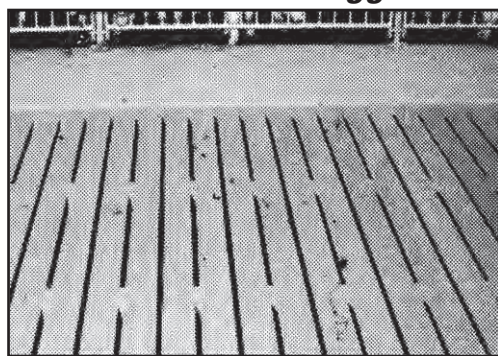
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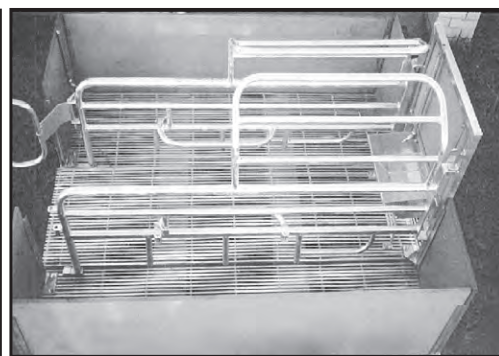
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'How to cook' trial begins with a bang

FIVE of the top seven Australian consumer needs of meat relate to how to cook it.

Indeed, pork is considered difficult to cook, mainly because everyone's mum has historically told them that you have to cook pork all the way through.

Of all the cuts of meat, steaks (anything that is pan-fried, barbecued or grilled as a meal centre-piece) are the cuts that Australians cook badly, resulting in a too tough, dry or chewy consumer experience.

In fact, more steaks are ruined between the fridge and the plate than anywhere



Marketing Matters

by **PETER HAYDON**
General Manager Marketing



else in the value chain.

Regardless of the fact that Australian pork is easily pure enough to eat with a hint of pink, if you want people to change their behaviour, telling them they are wrong is no place to start.

So over the past 18 months the Australian Pork Limited team has completed many cooking trials and discovered that if you cook a boneless, 20mm-thick pork steak for six minutes on one side, turn it once and cook for two minutes on the other side and then leave it to rest (without turning) for two minutes, the outcome will be good every time.

We call this the 6-2-2 method.

This was then tested on about 64 different people's cookers to make sure it worked... and it did!

The next stage was to test it in the real world.

So, from August 24 this year APL has been running a trial campaign in Adelaide to test new television advertising, on-pack stickers, in-shop posters and butchers promoting 6-2-2 to their customers to improve Australia's pork steak cooking ability.

To give the trial the best chance of success,

we have been reviewing progress every week and after five weeks of intense activity the performance metrics look like this:

- 70 percent of Adelaide dwellers tested are aware of the advertising;
- Over 80 percent of consumers are open to using pork steaks;
- Claimed usage has

increased from 45 to 65 percent;

• Trial of pork steaks using this 6-2-2 method has increased from a normal 5 percent to almost double that; and

• Over 70 percent of people who tried the method claim they will use it again.

We are of course measuring sales – in fact we are measuring them four different ways.

The trial is planned to run until the end of November and the insights team has set up a way of measuring any change in South Australian buying habits.

That information won't be available until mid-March 2015.

However, Melissa Loe and Liam Silk who run APL advertising have found a way of cutting through to South Australian memories using advertising.

We will continue to work on how to best take advantage of this 'bang for buck' that advertising has created by seeking to convert as much of the advertising awareness as possible into people giving 6-2-2 a go.

It's an encouraging start and we'll keep you posted.

In the meantime, we urge you to try 6-2-2.

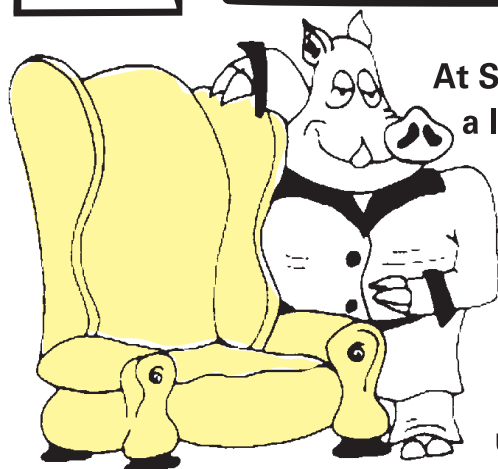
For full instructions, click on the recipes tab and then the 'how to cook a pork steak' link at www.pork.com.au

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The Doug Ross Overseas Travel and Study Award

IF you are a young veterinarian interested in a career in the pig industry, then the Doug Ross Overseas Travel and Study Award will stand you in great stead for your future career.

This award gives young veterinarians a chance to travel overseas to further their personal and professional development by attending the European Symposium of Porcine Health Management to be held in Nantes, France on April 22-24, 2015.

The award presents a wonderful opportunity

for improving skills through continuing education and building contacts from the international veterinary community.

One winner will receive a return economy airfare from Australia to France, registration fees, incidental travel, accommodation and living expenses for the period of the meetings.

The total value of the award is about \$4000.

Other international travel options will also be considered.

The award recognises the contribution of the late Doug Ross (1947-2000) to the Australian

pig industry.

Doug was a veterinarian and passionately involved in the pig industry as well as being a mentor for many people.

For further information about the award, contact Ross Cutler at rosscutler@optusnet.com.au or call 03 5255 5614.

Application forms are available from Pat Mitchell at pat.mitchell@australianpork.com.au

All applications must be in writing and submitted electronically to Pat by November 30, 2014.

Aussie Pumps Fire Cart a real winner

A NEW trolley-mounted version of the Aussie Fire Chief bush fire-fighting pump is available from Australian Pump Industries dealers across Australia.

The Aussie Fire Cart can be easily moved around either farm or bushland property.

The Aussie Fire Chief is regarded as an iconic Australian high-pressure firefighting pump.

Being the only pump of its kind in the world to be backed by an exclusive five-year warranty, the Fire Chief will not only outlast competitors but also produce an unequalled combination of pressure and flow.

With a peak flow of 500l/pm and a maximum head of 75m at over 100psi, the pump simply produces more water at high pressure.



The Aussie Pumps team checked out the new Aussie Fire Cart.

Powered by genuine Honda engines with up to 13hp, these unique pumps are loaded with user-friendly features.

The big belly body enables the pump to prime fast from vertical lifts of 7.6m, and the huge 7.5" diameter, hydraulically engineered, one-piece impeller weighs up to 2.5 times that of competitors.

Aussie Pumps product manager Brad Farrugia said, "It's the big impeller that gives us the extra grunt."

"Combined with a superbly engineered volute it provides fast, efficient priming,"

The pump features a flanged, bolt-on suction port that means the check valve can be serviced without having to dismantle the complete pump.

The flanged, three-way outlet provides a choice of either two 1" outlets or

a 1.5" outlet for top performance.

And the outlet ports are fitted with metal caps and chains, not plastic.

A big port is built into the lower pump body for easy draining.

"It's that huge, closed-vane, single-piece impeller that provides the extra performance," Farrugia said.

"The ability to port more water literally means fires are doused faster, which is vital.

"We simply put more metal into the pump because we know what users want."

The new heavy-duty steel trolley is fitted with 10" foam-filled tyres, which means the pump can operate from a robust and steady base but at the same time is highly mobile.

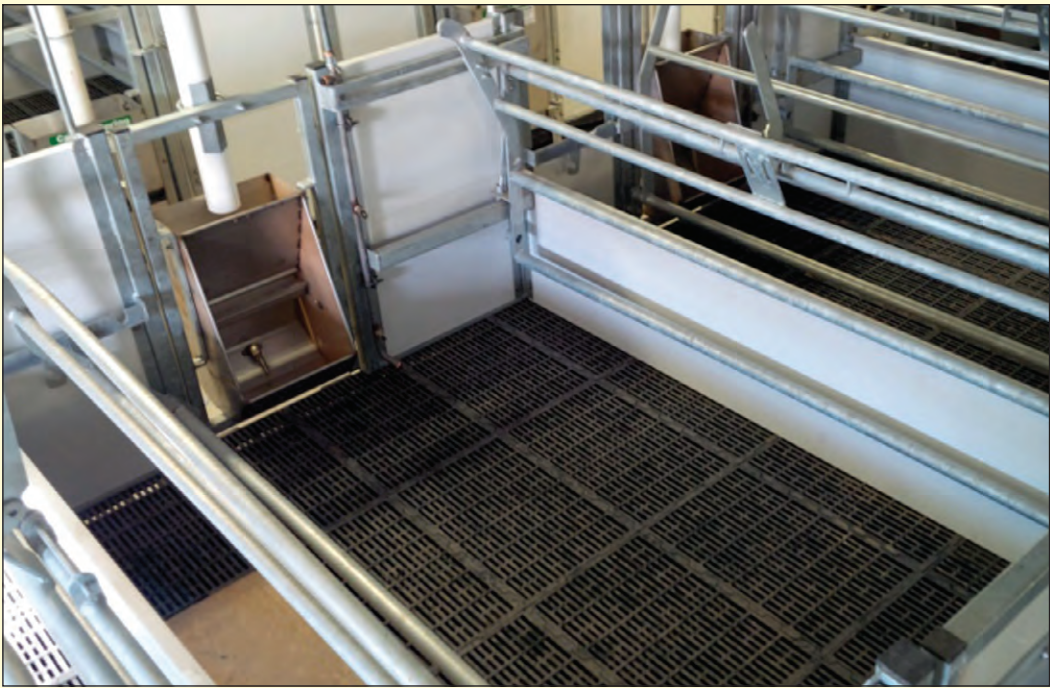
"We came up with the Fire Cart idea because users wanted to be able to move the pump around the property rather than be tied to one location," Farrugia said.

"The new trolley makes deploying firefighting pumps convenient and ultimately much safer.

"Its speed of action could save outbuildings, livestock or even human life."

The Aussie Fire Cart is featured in the latest edition of Aussie Pumps Fire Smart Survival Guide, a comprehensive booklet covering protection of property, livestock and lives during bushfire season.

The guide is available from Aussie Pumps distributors around Australia or online at www.aussiepumps.com.au



360° Freedom Farrower

THE 360° Freedom Farrower pen's unique design, which gives sows the ability to turn 360 degrees while in confinement, led to its developers being awarded the Good Sow Commendation by Compassion in World Farming.

The ground-breaking pen has the same footprint as a conventional crate, but improves the way in which the sow can be handled while allowing more freedom of movement.

Its flexible design with moveable restraining bars gives the animal space to turn around in the pen but also enables close containment when necessary.

Advanced levels of animal welfare can bring countless benefits to both the pigs and your business by reducing the stress levels in the animals and enhancing

their performance.

There is clear evidence showing that sows and piglets are happier and more relaxed in the 360° Freedom Farrower pen.

Main features and benefits:

- It has been uniquely designed to take up no more space than a traditional pen and is easy to use;
- The sows have 360 degrees of movement, increasing nesting ability;

- The 750mm silver/grey PVC and stainless steel pen system is designed to suit individual pen requirements;
- Piglets have freedom to suckle or rest safely out of the way;
- The animals are more relaxed and contented, meaning healthier and heavier piglets; and
- When handling is required the pen increases safety for the animal

and stockperson.

The 360° Freedom Farrower is totally unique because it allows the sow's movement to be restricted when necessary, such as when the stockperson needs access, yet thanks to flexible new design elements the pen can be opened up to give the sow room to turn herself around.

The 360° Freedom Farrower is:

- Not bigger, just

better, and fits a conventional pen size of 2.4mx1.8m;

- Robust. It is made from heavy-duty galvanised steel and weighs 230kg;

- Developed by pig producers for pig producers; and

- Compliant with UK welfare standards.

Please call Stockyard Industries on 07 4697 3344 for further information.



Next generation agricultural roofing

RETRACOM Manufacturing has been a major supplier to the agricultural growing shed market for many years, and over this time has experienced a number of changes within the pork industry.

It was out of necessity to move with the industry's changing needs that Retracom developed the next generation in agricultural roofing – Agline Pro.

Put simply, Agline Pro is the ultimate easy-to-install, long-lasting, highly effective roofing system.

A standout feature of Agline Pro is its unique profile, which allows for a two-degree minimum pitch.

It also has the ability to manage even the heaviest of rain loads on the roof.

So wet or dry, hot or cool, Agline Pro has you covered.

When used in conjunction with Retracom's unique flashing and trim systems, you can be assured you're using one of the highest quality roofing products available today.

Agline Pro is manufactured in Retracom's Crestmead, Queensland facility using BlueScope Colorbond steel with in-

house fire retardant foam manufacturing, so you are dealing with the manufacturer, not just an agent.

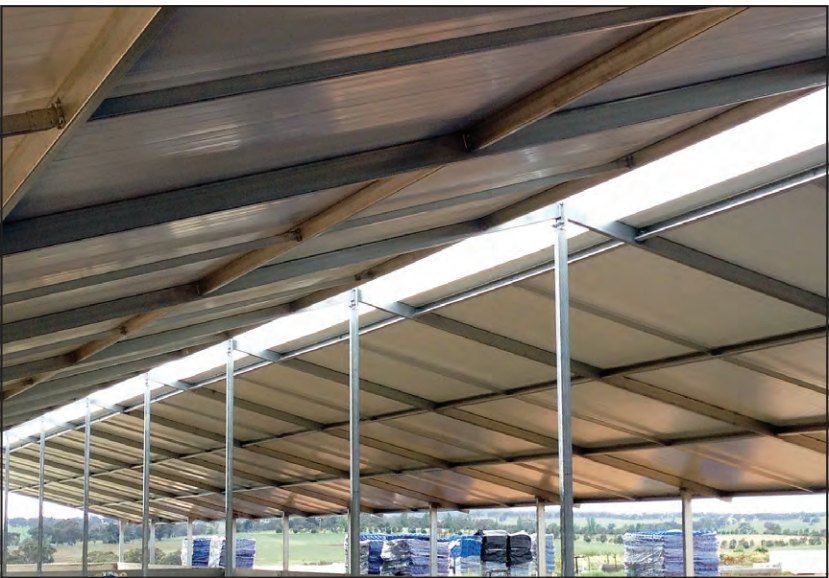
Whether your project is big or small, from one

panel to a complete integrated wall and roof system, the experienced Retracom team is on hand to assist along the way.

So why not give them

a call for a no-obligation quote or friendly advice on 07 3803 9333.

For any additional information, please visit www.retracompanel.com



Spray foam is so safe that it can be used for internal applications.

Cool in summer, warm in winter

TOTAL Insulation spray foam provides asset protection for pig sheds.

The benefits of sealing pig sheds with Total Insulation's environmentally friendly spray foam insulation include:

- Preventing air leakage;
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- Reducing energy bills by up to 40 per-

cent over conventional insulation;

- No shrinkage or disintegration – seals every crevice;
- Improving indoor air quality against airborne pollutants – seals against dust;
- No dusty or itchy fibres;
- Less labour needed to install the product;
- No corrosion of structures;
- Can also be used on

internal structures; and

- Extends the life of existing sheds.

This Australian-made product is already in use on a number of piggeries and the results have been excellent.

Contact Total Insulation operations manager Mitchell Kann on 0400 035 112 or by email at mitchell@total-insulation.com.au for a free quote anywhere in Australia.

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