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WA farmer wins high steaks competition

WESTERN Australian pork farmer Rob Bradley has taken out the inaugural Steak Your Claim Competition.

The competition run by Australian Pork Limited set out to find the best pork loin steak, with three chef judges assessing entries.

Mr Bradley, his wife Janet and son Philip farm at Kellerberrin, WA and won bragging rights and \$10,000 cash with their Berkshire steak.

APL general manager of Marketing Peter Haydon said the competition had attracted nearly 50 entries.

“This is the first time we’ve run a competition to find Australia’s best pork loin steak and we were pleased with the response from farmers and the quality of entries,” Mr Haydon said.

“Chefs Colin Fassnidge, Victor Liong and Simon Bestley were tasked with judging the entries as both raw and cooked product.

“Mr Bradley’s steaks received positive feedback in both these forms.

“This competition is a celebration of great work being done by Australian pig producers.

“We found some high-quality products that impressed our chef judges.

“We also found some products that we may be able to leverage abroad.”

Steaks were judged raw for colour, muscle to fat

ratio and marbling, as well as cooked for aroma, flavour, tenderness, juiciness and texture.

The judges said Mr Bradley’s steaks had great colour, very good muscle to fat ratio and a good level of marble.

The cooked product had a mild aroma, great flavour, was tender, juicy and had a great texture.

Mr Bradley said the steaks came from pure-bred Berkshire pigs, which are bred outdoors.

“We entered the competition to expose the Berkshire breed and the won-

derful pork it produces,” Mr Bradley said.

“We think it was the inherent Berkshire traits that shone through for the judges.

“We hope the win will drive an increased demand for our quality pork.”

Mr Bradley was informed of his win by Peter Haydon when he visited WA.

A plaque and certificate will be delivered in coming weeks.

It is hoped a further competition will be held in autumn 2016. 🐷



APL general manager of Marketing Peter Haydon congratulated the Bradley family on their win.

Steak Your Claim results		
1st	RJ & JS Bradley and son	Kellerberrin, WA
2nd	Diamond Swamp Pastoral Company	Totness, SA
=3rd	PW and CJ Bradford	Boyup Brook, WA
=3rd	MC and ML Blenkiron	Keyneton, SA
=3rd	Punjab Piggery	Bangalow, NSW

Roadshows and ACCC outcomes

I’VE had the pleasure over the past few weeks of travelling to the Australian Pork Limited and Pork CRC Roadshows to catch up with pig producers around the country.

This is always an enjoyable task because I believe it’s very important for APL staff to get face-to-face contact with producers to understand the issues that are affecting them and their businesses.

Our attendance at these roadshow meetings provides pig producers with the opportunity to question where their levies are going and what impact they are having.

At the end of the day, APL is receiving in excess of \$14 million each year in levies from our producers.

You have the absolute right to ask how those levies are being used for your own benefit and for the benefit of the industry.

These roadshows provide an opportunity to ask those questions and see for yourself the work being done.

The next APL and Pork CRC Roadshow will be held on October 14 at the Burke & Wills Hotel, Toowoomba, Queensland.

The Australian pork industry aspires to a leadership position relative to Australia’s other livestock industries and agriculture more broadly.

This means we are faced with difficult decisions from time to time.

How we respond to the challenges presented in these decisions is a very important milestone in designing the future of what our industry looks like.



Point of View

by ANDREW SPENCER CEO



Our transparency principles, listed below, reflect the sort of industry we want to be.

They highlight our desires for honesty, openness and consistency in the industry.

These are the values that will drive our industry’s future success.

- We tell the truth;
- We speak about what we believe in, what our values are;
- We can produce meat without cruelty;
- We want people to know that we care;
- We are consistent, united and coherent;
- We tell the same story, no matter who you are; and
- We are not afraid of others seeing what we do.

The design of APIQ✓, our industry’s quality assurance program, needs to reflect how we want to operate and be seen to operate for the future.

There are challenges in designing this program in balancing the needs of producers, the needs of the trade and consumers and the overall industry outcomes.

This is going to be an area of debate for some time and we look forward to contributing to that.

You might have seen

some references in the media of late to the Australian Competition and Consumer Commission’s recent decisions around pork industry issues.

The good news is the ACCC made a judgement around the validity of international free range claims.

Imported pork from so-called free range farms in Denmark was deemed not to represent what an Australian consumer considered free range.

The standard used in the production of these pigs involved indoor housing with slatted floors and is clearly not what we consider free range to be.

The ACCC also brought an end to the use of the claim ‘bred free range’, which the commission asserted is potentially misleading or deceptive to consumers because it is too close to ‘free range’ and

is a very different production system.

Industry’s ‘outdoor bred’ standard must also be qualified when that claim is used in future.

The default qualifier for use is ‘raised indoors on straw’ and it “must be equally prominent and located with the outdoor bred term” and on the understanding that straw is interchangeable with other forms of bedding such as, but not limited to, sawdust and/ or rice hulls.

To make this message very clear, APL has developed a new logo that complies with the ACCC’s request for these changes.

A reminder that our Delegates’ Forum and annual conference are coming up on November 18 and 19 this year, and will be held at the Marriott Hotel in Melbourne.

APL members are invited to both these events where you can hear what’s going on in the industry, what APL is doing and debate the issues of importance for the industry.

The annual general meeting is added to these industry events where there will be an election for a new APL elected director and a proposed change in the current APL Constitution around membership and the voting process.

We hope to see you in Melbourne. 🐷



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Pig Industry
Calendar of Events

2015

OCT 11 - 13 – Leman China Swine Conference, Nanjing International Exhibition Center, Nanjing, China www.cvm.umn.edu/lemanchina

NOV 9-11 – 8th Global Food Processing Summit and Expo, 2015, Dubai, UAE www.foodprocessing.global-summit.com

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

2016

JAN 12-14 – Banff Pork Seminar, Banff, Alberta Canada www.banffpork.ca

JAN 26-28 – International Production & Processing Expo, Georgia, USA www.ippexpo.com

JAN 27 – Centralia Swine Research Update, Ontario, Canada www.centraliaswineresearch.ca

FEB 16 - 18 – VIV MEA, Abu Dhabi, UAE www.vivmea.nl

FEB 27 - MAR 1 – American Association of Swine Veterinarians annual meeting, New Orleans, Louisiana, US www.aasv.org/annmtg/index.php

MAR 13 - 15 – VIV Asia, Bangkok, Thailand www.vivasia.nl

MAR 23-25 – 6th International Livestock, Dairy, Meat Processing, and Aquaculture Exposition, Ho Chi Minh City, Vietnam www.ildex.com

APR 18 - 20 – Global Feed & Food Congress, Antalya, Turkey www.ifif.org

MAY 10 - 11 – British Pig & Poultry Fair, Stoneleigh Park, Warwickshire UK www.pigandpoultry.org.uk

MAY 25 - 26 – Pan Pacific Pork Expo, Gold Coast Convention and Exhibition Centre, QLD P: APL 02 6285 2200

JUN 7-10 – International Pig Veterinary Society/European Symposium of Porcine Health Management, Dublin, Ireland www.ipvs2016.com

JUN 8-10 – World Pork Expo, Des Moines, Iowa, US www.worldpork.org

JUL 5-10 – Australian Intercollegiate Meat Judging Contest, Wagga Wagga, NSW www.icmj.com.au

SEP 6 - 8 – VIV China, Beijing, China www.vivchina.nl

NOV 15 - 18 – EuroTier, Hanover, Germany www.eurotier.com

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

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Rural R&D for Profit Round 2 is open for business

IN my last article I discussed the impact of variation in growth and reproductive performance on productivity and profitability.

I also discussed in some detail an Australian Pork Limited project (Reducing variation in finisher performance – early [<35 kg] intervention; Project 2013/2411; CHM Alliance Pty Ltd, Mr Robert Hewitt), which investigated if the variation in slaughter stock could be reduced by enhancing the performance of light-weight weaners with nutritional interventions up to 35kg live weight.

Additionally, APL has sought to answer the questions around interventions post-35kg to reduce variation in slaughter pigs.

I was hoping to provide the results from this study in this article but unfortunately there have been some delays in the submission of the final report (will ensure I provide the information in next month's article).

I would however like to focus on the Federal Government's Rural R&D for Profit Round 2, which is open for business.

The RR&D4P Program is a \$200 million competitive grants program providing grants to rural research and development corporations for collaborative research that enhances farm gate profitability and supports the continued innovation of Australia's primary industries.

The program began in 2014-2015 as a four-year program due to finish in 2017-18 with funding of \$100 million.

As part of the Agricultural Competitiveness White Paper, the Government committed to extend the program to a total of eight years and increase funding with a further \$100 million, bringing the total program value to \$200 million.

The program will conclude on June 30, 2022.

The program funds research that focuses on delivering cutting-edge technologies and making research accessible for primary producers while better leveraging co-ordination and co-operation between stakeholders.

Chiefly, the objective of the program is to realise significant productivity and profitability improvements for primary producers through:

- a) Generating knowledge, technologies, products or processes that benefit primary producers;
- b) Strengthening pathways to extend the results of rural R&D, including understanding the barriers to adoption; and
- c) Establishing and fostering industry and research collaborations that form the basis for ongoing innovation and growth of Australian agriculture.

The key dates for Round 2 of the program can be seen in Table 1.



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



Only the 15 rural RDCs are eligible to apply for funding under the program.

The RDCs must partner with one or more researchers, research agencies, RDCs, funding bodies, businesses, producer groups or not-for-profit organisations.

Partners may be international organisations, however grant funding must expect to achieve demonstrable benefits for Australian primary industries. Where two or more RDCs seek a grant as a consortium, one RDC member of the consortium must be appointed as the applicant.

The applicant will submit the application and be the legal entity that, if successful, enters into a grant agreement with the department.

The RDCs have already kick started the process to discuss a collective RDC approach to the RR&D4P Round 2 priorities.

The RR&D4P priority areas are listed below, and I have also added the key areas of focus as agreed by the RDC CEOs and R&D managers against the RR&D4P priority areas.

Priority 1

Advanced technology, to enhance innovation of products, processes and practices across the food and fibre supply chains through technologies such as robotics, digitisation, big data, genetics and precision agriculture.

For example, RD&E relating to sensors, GPS technology, drones, data utilisation, software tools, autonomous systems or developing new or improved products.

By applying advanced technology, including technologies from other industries, the project should help primary producers increase yields, reduce costs, manage risks, benchmark performance and/or exploit opportunities in the supply chain or markets to increase returns.

- Transformative technologies (big data, connectivity, spatial positioning and digital technology);
- Precision agriculture (agricultural engineering, robotics and automation, sensors, full supply chain options and ways to fast track adoption of precision agriculture); and
- Energy (use minimisation, alternative energies).

Priority 2

Biosecurity, to improve understanding and evi-

dence of pest and disease pathways to help direct biosecurity resources to their best uses, minimising biosecurity threats and improving market access for primary producers.

For example, RD&E relating to surveillance systems, diagnostics, pre and post-harvest controls, disinfestation treatments, data management and interpretation or sterile insect technology.

By improving biosecurity measures the project should help primary producers reduce costs, increase productivity and competitiveness, protect industries, manage risks or gain, maintain or regain market access.

The RDCs have sought additional information and clarification from the department.

Priority 3

Soil, water and managing natural resources to manage soil health, improve water use efficiency and certainty of supply, sustainably develop new production areas and improve resilience to climate events and impacts.

For example, RD&E relating to integrated management practices at

a farm or regional level, nutrient use efficiency, managing soil and water efficiency and constraints, managing soil carbon or weed and/or pest animal management.

The project should help producers improve soil, water and natural resource management practices for productivity, long-term use and profit, as well as improve environmental outcomes.

- Soils (particularly in areas that underpin precision agriculture);
- Climate risks; and
- Water use in agriculture.

Priority 4

Adoption of R&D, focusing on flexible delivery of extension services that meet primary producers' needs and recognising the growing role of private service delivery.

For example, RD&E relating to extension delivery options and infrastructure, reducing barriers to adoption, improving private sector extension services or innovative means for co-ordinated delivery of extension services.

The project should facilitate producer adoption of new technological innovations and research and development outcomes to increase productivity growth and profitability.

This priority is not intended to replace state or privately provided extension services.

- Primary industry extension, adoption and workforce capacity.

A number of RDCs have already put out a call for expressions of interest to research providers.

In addition, APL has received a number of EoIs and we will be putting these in the mix for consideration when the RDCs meet again (end of October) to finalise the list of EoIs that we would like to progress to full proposals.

So, if you have a big idea, APL would love to hear from you, but remember the RR&D4P program is looking for:

1. Cross-sector collaboration;
2. Big/transformational ideas (innovative technologies) that have a large scope and normally could not be funded as part of individual RDC annual funding; and
3. Stating the obvious here, but you need to address one or more of the program priorities listed in this article.

In terms of EoI, we are after ideas rather than a whole lot of information on methodologies around the solutions.

Please send a simple email to me outlining (a) the idea/issue to be addressed; (b) the impact that might be expected; and (c) the relevant sectors that may be interested.

It would be much appreciated if you could have these EoIs to me by October 15, 2015.

Finally, the Research and Innovation division at APL has made a number of small changes to our structure.

Please note the R&I division staff, titles and roles in Table 2.

For further information, please do not hesitate to contact me on 02 6270 8804 or darryl.dsouza@australianpork.com.au

Milestone	Anticipated dates
Applications open (Round 2) and guidelines released	September 2015
Applications close	December 1, 2015 (5pm AEDT)
Assessment period	December 2015–February 2016
Announcement of successful projects	April 2016
Grant agreements signed and commencement of successful projects	May–June 2016

Table 1

Individual	Title/role
Ashley Norval	Manager, Technology Adoption and Industry Capability. Technology transfer and adoption activities, industry capability activities, primary and secondary schools program
Donna Schmid	Research Business Manager. Project finances, contracts management and OmniPig administrator.
Heather Channon	Manager, Product Integrity. Food Safety, Physi-Trace, PorkScan activities, Pork Processor Referral Group and Pork AEMIS co-ordinator.
Janine Price	Manager, Environment. Environment R&D activities, industry-regulator support.
Jennifer Stone	APIQ Support Officer; R&I EA. APIQ document control.
Pat Mitchell	Manager, Production Stewardship. Biosecurity, zoonosis, exotic disease and chemical/medication use stewardship activities.
Robyn Terry	Manager, Production Innovation and Animal Welfare. All productivity research activities, welfare and university student development activities.
Steve Miller	Manager: APIQ Systems. Management of all APIQ CRM systems, Muddy Boots audit/auditor management process.
Tony Abel	Manager, APIQ Business. Overall management of APIQ project.
Darryl D'Souza	GM, R&I.

Table 2

Pork CRC plans on track for positive future

YOUR Cooperative Research Centre for High Integrity Australian Pork reached the halfway point of its eight-year journey in June this year.

I refer to it as your Pork CRC because that's what it is, as everyone with a stake in Australia's pork industry, especially *Australian Pork Newspaper's* pork producer readers, effectively own it, whether that be by levies they contribute to Australian Pork Limited, our major essential participant, or simply via taxes, as the Federal Government significantly funds the CRC program.

During our first four years we invested about \$18 million in 170 projects across the four programs, including 20-plus projects carried over from the inaugural Pork CRC.

In the same period we recruited 26 postgraduate students and supported six industry placements and four postdocs, so it was an active period with excellent and welcome outcomes achieved for industry across the programs.

We will call for our seventh (2016-2017) investment round in November 2015 and plan to continue to invest in R&D during the next two years and beyond the life of this CRC.

More on that later.

CRC highlights – Program 1

Resolution of the space and nutritional 'requirements' of group housed sows and the excellent



Initiatives

by **DR ROGER CAMPBELL**
CEO



reproductive performance able to be achieved with group housed pregnant sows, provided a few basic rules are followed.

Our researchers have taken the lead globally in the area and if you care to delve into the details revealed regarding the behaviour of sows kept in groups, you will find it is quite complex and utterly fascinating.

Program 2

Our researchers have provided much-needed diagnostic tests for most common enteric and respiratory pathogens affecting the Australian herd and, equally importantly, information on the antibiotic sensitivity and resistance of the pathogens.

New strains of all pathogens have developed and their antimicrobial resistance has increased.

Researchers have also provided alternative strategies for minimising the impact of enteric and respiratory pathogens on animal health and performance and Assoc Prof Susanne Hermesesch and

her team at the Animal Genetics and Breeding Unit, University of New England have made good progress in developing selection strategies for disease resilience and animal robustness in general.

Program 3

We have recovered somewhat from the initial shock concerning consumers' perceived poor eating quality experiences with Australian pork, in particular with cuts such as the loin and silverside.

We have identified several factors that consistently affect eating quality and we've made great progress in 'reducing' cooking failure in the home and potentially further increasing the demand for Australian pork.

You will hear more about this project, which involves the 6-2-2 cooking message, in 2016.

I commend APL, in particular, for its good work in this area.

It seems much of the eating quality problems for the loin and silverside are associated with processing.

As you'd expect, it differs across supply chains.

The good news is this can be markedly improved by processing interventions such as aitch bone hanging, moisture infusion and electrical stimulation, albeit the effectiveness of each differs across supply chains – but they all have at least one solution and we expect to identify more.

Program 4

We have assisted in the effective use of effluent to generate biogas and even to power piggeries, largely through the advice and research outcomes from our Bioenergy Support Program, astutely managed out of the University of Queensland by Dr Stephan Tait.

We have seen the discovery of algae that grow on undiluted piggery effluent and refinement and commercialisation of the Aus-Scan NIRS calibrations for rapidly determining the DE of grains and the reactive lysine content of soy bean meal and canola meal.

Outcomes to date have exceeded my expectations and contributed significantly to differentiating our industry from global competitors and to the increased demand for high integrity Australian pork.

All outcomes are on our website www.pokcrc.com.au under the different program areas and I am always happy to discuss any in detail with you.

CRC transition

Our research efforts will continue during the next four years.

To ensure there is no lag in research activity in this

period and to maintain the additional R&D and training created by Pork CRC, we intend to transition Pork CRC to an alternative R&D entity that will invest in R&D through the Pork CRC in 2017-2018 and 2018-2019 and in its own right in 2019-2020 and beyond.

The new entity is likely to be APRIL (Australasian Pig Research Institute Limited), which currently exists as a not for profit R&D business and holds much of the IP and revenue generated by Pork CRC.

APRIL currently has one member, Pork CRC, but will be open to new membership once its research objectives and constitution are established and available in a prospectus.

Funding gaps

On average, Pork CRC currently receives \$2.5 million from the Federal Government, \$1.29 million from participants other than APL and \$1 million annually from APL, a total of roughly \$4.8 million annually, of which \$2 million is spent on salaries, the Board, communications, program and subprogram leaders, travel and students outside

of projects and sponsorship.

This leaves about \$2.8 million to invest in research.

This is the target revenue for APRIL.

Overhead costs will be markedly reduced and administration of the new entity will potentially be contracted to APL.

The new entity will not receive anything via the CRC program from the Federal Government, but it's hoped APL will continue to invest in APRIL and that initially APRIL will have at least eight additional members and adequate revenue from IP generated by Pork CRC to maintain an effective and value added R&D and training program.

Membership is contemplated to be \$75,000 annually on a three-year rolling basis.

Members will have a place on the board of APRIL and determine R&D priorities and investment in R&D.

Other levels of membership are being considered, with new membership to be approved by the Board.

Value proposition

Once the value proposition

continued P4



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Assoc Prof Susanne Hermesesch, AGBU, University of New England.



Dr Stephan Tait, Pork CRC Bioenergy Support Program.

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Dr Will van Wettère will co-ordinate and manage the 2016 Science and Practice of Pig Production course at Roseworthy.

Pork CRC plans on track for positive future

from P3

tion is established, it will be put to APL and included in the prospectus for potential members to consider.

If all of this goes to plan, APRIL will have a gap of about \$1.2 million to achieve the target revenue of \$2.8 million annually.

A proportion of this will come from a cash investment of 25 percent in projects from project partners, although APRIL members will likely be offered a discount.

The new entity will also be able to apply for federal and other funding in its own right.

The remainder will need to come from income generated from Pork CRC IP.

While it sounds a lot, we have one business in place and a number of pieces of IP with considerable income generating potential.

We have also hired Dr Charles Rikard-Bell, a natural salesperson and great commercial project manager, whose function and objective is to raise revenue for Pork CRC and APRIL.

See Page 6 in this edition of APN for further details on Charles and his role, including about IP he's helping to develop.

Revenue potential

The revenue generating potential of the top five commercial projects is considerable and we will have a good idea of their true value by the first quarter of 2016.

The transition plan is well under way and a top priority for Pork CRC's Board.

We hope to have it all finalised and to start visiting potential new members in 2016.

The plan will be outlined

in detail at our Stakeholders' Meeting on November 22 in Melbourne this year.

If you have any questions on the transition, please don't hesitate to contact me by email campbell@porkcrc.com.au or telephone 08 8313 7683.

Roseworthy course

The 2016 Science and Practice of Pig Production course runs from January 18 to 29 at the Roseworthy campus of the University of Adelaide.

This very popular course covers everything you need to know about pork production as well as the very latest technologies and information on reproduction, nutrition, health and production in general.

The course includes visits to a piggery, feed mill, abattoir and artificial insemination centre and practical demonstrations on AI, heat detection and disease diagnosis.

Based on feedback from

previous participants, it is not to be missed and can be career changing.

Pork CRC will support the travel and accommodation costs of the first 20 producers (or their staff) who register for the course.

If interested in attending, contact Dr Will van Wettère, who is co-ordinating and managing the 2016 course, by emailing william.vanwettere@adelaide.edu.au or calling 08 8313 7911.

The course program will be on our website and published in the November edition of APN.

Promising benchmarking

I have just seen the 2014-2015 annual results for our benchmarking project and while the average values for reproduction and, in particular, for the number of piglets weaned/sow/year have improved marginally every year during the past four years, the better herds did extremely well in 2014-2015.

The top three Australian

herds weaned more than 25 piglets per sow/year and the best Australian herd approached 27 pigs weaned.

Litter size for the better herds followed the same trend, with the top three approaching 12.5 born alive and the top herd just under 13 born alive.

The results suggest Australia may have the genetics required to match some of our international competitors and that's very encouraging.

The project participants meet on November 5 and 6 and a number will discuss how involvement in the project has altered how they manage their pigs and the reasons they have seen improvement in reproduction and progeny KPIs.

I'm not sure how the better ones have done what they have in 2014-15, but I hope to find out at the meeting.

Be assured, I will keep you informed.

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Beer and pork marketing – the seven-year rule

BEER marketing is a business that has to create changes in consumer buying every 20 years.

The reason for this is that the average 18-year old male beer drinker is happy to drink what his grandfather drank but really unhappy to drink what his dad drinks, even if his dad is paying.

One of the things to come out of this is that in the 1980s a US beer firm did an analysis of all the successful beer buyer change marketing campaigns.

What the researchers found were four simple rules to behaviour change.

1. Put your product in the hands of opinion leaders for at least two years (p.s. the PorkStar chefs program has been going for 10 years).

2. Pick the group of people whose buying behaviour is easiest to change, identify what they want to know and tell them that (the people who buy pork most frequently and want to hear nutritional benefits).

3. Get inside their heads! It doesn't matter who says it first, what matters is who is first to say it well enough to get inside the target group of consumers' heads (the most frequent consumers of pork in our case). Getting inside people's heads makes them look at the opinion leaders. If the opinion leaders are doing what the consumer is thinking about doing, they are more likely to act on their thoughts (eat pork more often).

4. Now this is the big one. If you say the same thing to the same people for seven years, they will



Marketing Matters

by **PETER HAYDON**
General Manager Marketing



continue to do that for 20 years. The reason it's 20 years in beer is that a generation is about 20 years. That doesn't apply in food. No one really has a problem eating at 40 what they ate when they were a kid.

So what's the point?

Well, we have been advertising the nutritional benefits of pork for a while, and we are currently focused on pork fillets.

In the next 18 months that will become seven years.

At that point we should have enough momentum to keep health going for another 13 years at least.

Consumer demand is growing at about 12,700 sows worth of production a year (4.8 percent per year over the past five years).

That should keep pig prices constant; that is, supply and demand will be at the current level of balance.

What won't keep pig prices constant are lamb and particularly beef farm gate prices.

If half the recent increase in beef farm gate prices is passed on to consumers, beef's price relative to pork will go up about 10 percent.

Analysis of Nielsen Homescan data suggests that if beef's consumer price increases by 10 percent more than

pork's consumer price, pork demand goes up 7 percent.

If this were correct, and we can't make more pigs in the next two years than the 12,700 sows already envisaged, that will push average pig prices up until beef and lamb reach their new equilibrium, whatever that might be.

Add to that, we in the sales and marketing areas of the industry are focused on accelerating demand growth ahead of the additional 12,700 sows per year level.

This means we need to start to do numbers two to four of the consumer buying change model again for the second most valuable group of consumers.

As you know, we have trialled the next step of pork marketing and those trials suggest domestic fresh consumer demand can be further grown by 3 to 4 percent a year from 2017 onwards.

That's another 5000 to 7000 sows a year from 2017 onwards.

Will we grow sows at 12,700 this year and at 17,000-20,000 next year?

We don't know, but I for one am certain that the closer we get to those numbers, the more additional supply chain profit will find its way to producers' bank accounts.

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Energetic waste recovery

PORK CRC Project 4C-113 ‘Enhanced energy recovery in Australian industry through anaerobic co-digestion’ is led by the University of Queensland.

Co-funding partners include water utilities and Australian meat processing.

The project uses other wastes, together with pig manure to boost biogas production.

This is commonly termed co-digestion and is important because many wastes produce insufficient biogas to make projects economically viable and thus require co-digestion to boost biogas production.

This is especially the case for smaller facilities, or specialised breeder piggeries, where most of the manure is produced elsewhere at contract grow-out piggeries.

Key advantages of co-digestion include leveraging of existing infrastructure (covered lagoons or digesters) and potentially improved nutrient-value of the digested material.

Co-funding partner industries have similar objectives and in this way Pork CRC Project 4C-113 promotes linkages and collaboration between industries.

However, it is very important that co-digestion is properly controlled.

Adding too much or an incorrect combination of wastes can cause failure of a covered lagoon or digester, which will instead reduce or seize the biogas production.

For these reasons, Pork CRC Project 4C-113 aims to better understand co-digestion, so that correct combinations of wastes and suitable amounts may be reliably selected.

Key project outputs will likely include a co-digestion manual detailing strategies for selecting suitable amounts and compositions of waste mixtures, and simulation modelling tools to virtually assess co-digestion performance for various scenarios.

These applied tools are founded on fundamental knowledge gained in two dedicated PhD projects by students Mike Meng and Katie Macintosh, who are specifically investigating the influence of waste compositions and temperature on co-digestion.

These students are based at the Advanced Water Management Centre, an internationally recognised centre of excellence in innovative water technology and management at the University of Queensland.

Katie Macintosh

Katie Macintosh is a chemical engineer with a keen interest in water, waste management and renewable energy.

After graduating with a Bachelor of Engineering (Chemical) and Bachelor of Arts (Japanese) at the University of Queensland in 2008, Katie worked as a reservoir engineer at Arrow Energy on coal seam gas projects in the Bowen Basin.

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Pork CRC Project 4C-113 ‘Enhanced energy recovery in Australian industry through anaerobic co-digestion’



PhD students Mike Meng and Katie Macintosh, the University of Queensland
Supervisors: Dr Paul Jensen and Dr Stephan Tait, the University of Queensland

In 2012, her focus shifted to water management and she joined the Santos Pty Ltd water team as a water planning study leader responsible for water management of short-term appraisal projects.

After completing an exchange at Delft University of Technology in the Netherlands as part of her Master of Water Resource Management degree in 2014, Katie worked for WASTE, a Dutch non-government organisation, on an emergency sanitation project where she was responsible for planning and implementing field-scale faecal sludge treatment trials using lime, lactic acid and urea.

Her brief involvement in implementing a household digester fuelled her desire to do a PhD in anaerobic digestion, after witnessing the ability of this technology to convert wastes into valuable fertiliser and biogas.

In response, Katie joined the AWMC as a PhD student in January 2015, researching co-digestion, specifically focusing on the effects of digestion temperature.

Katie’s PhD project aims to understand how operating temperature might impact the selection of wastes to co-digest.

This is important because many covered lagoons operate with seasonal variations in temperature and it is known that temperature strongly influences digestion performance.

Katie has constructed and is starting up four five-litre bench-scale stirred anaerobic digesters that are being continuously fed with wastes.

She is altering the operating temperature of these digesters and measuring the effects on performance.

She also uses smaller parallel anaerobic batch tests for more detailed assessment of co-digestion by the microbial communities that develop in the larger stirred digesters.

Mike Meng

An environmental engineer with a wastewater engineering focus, Mike Meng completed a Masters degree in Water Resources Management at the University of Adelaide.

During this study period he worked for six months with SA Water, researching membrane-related wastewater treatment.

After his Masters, Mike was employed as research assistant with Arris Water, where he was involved in several short-term industry-funded projects, including energy recovery from wastewater, decentralised wastewater treatment structure design and installation and water

recycling for agricultural use.

This experience gave Mike a passion for sustainable wastewater management, and in response he started a PhD at the AWMC in April 2015 on anaerobic co-digestion.

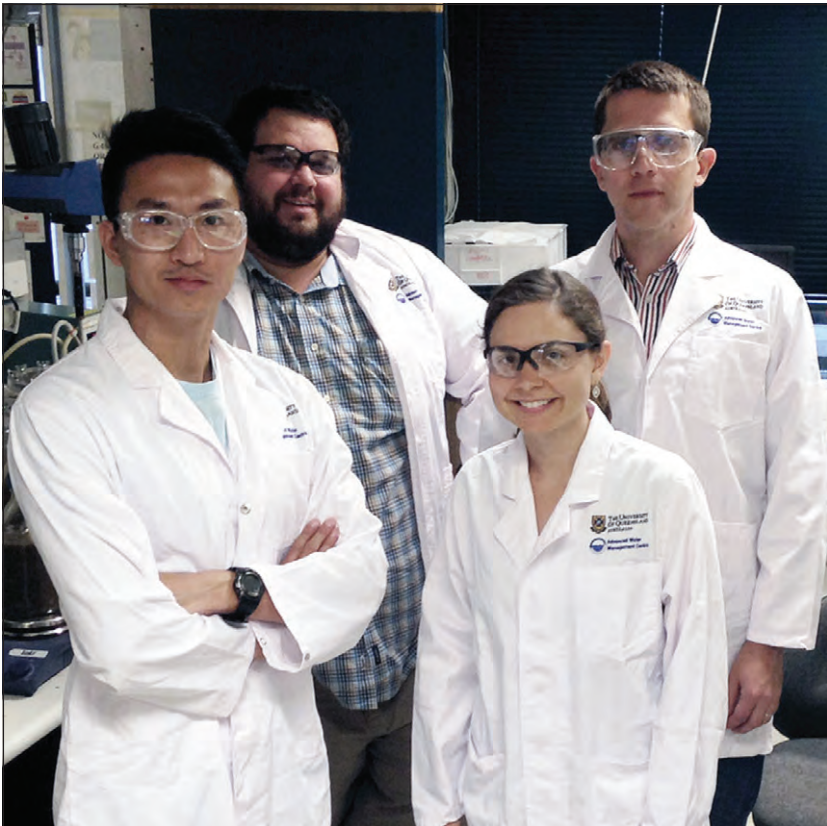
Mike’s PhD project aims to understand the effects of waste mixture composition on anaerobic co-digestion.

Mike has been using anaerobic batch tests to assess the influence of summary characteristics such as overall methane yield and carbon-to-nitrogen ratio.

These tests will lead to the set-up and operation of larger bench-scale stirred digesters to examine the effects of added amounts and mixtures of wastes.

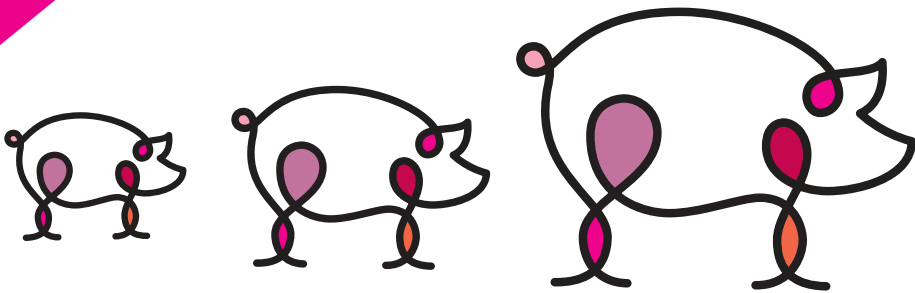
Mike’s PhD outcomes will be particularly important to guide the selection of particular wastes and waste mixtures for co-digestion to properly control performance and boost biogas production.

For further information, contact Dr Stephan Tait by email at s.tait@awmc.uq.edu.au



PhD students Mike Meng and Katie Macintosh with PhD supervisors Dr Paul Jensen and Dr Stephan Tait.

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Commercial focus for Pork CRC

PROJECTS focused on improving pig nutrition, enhancing weaner performance, increasing reproduction and enriching the lives of group housed sows are at various stages of development and commercialisation with the Cooperative Research Centre for High Integrity Australian Pork.

According to Pork CRC manager, Commercialisation and Research Impact Charles Rikard-Bell, the projects range from proof of concept to ready for adoption.

Dr Rikard-Bell said the four key projects nearing

commercial reality are AusScan Online, a performance enhancer for weaned pigs, patents on improving reproduction and poured blocks to enrich group housed pigs.

Pork CRC CEO Roger Campbell said all four were well advanced and poised to make a positive impact on Australia's pork industry.

Dr Campbell said close working relationships built on trust and mutual benefits with Aunir, the University of Queensland, Elanco and Ridley had helped turn well thought-out, cleverly researched ideas and concepts into commercially viable propositions.

Pork CRC research developed AusScan, the world's first in-vivo energy values for cereal grains and reactive lysine values for 'heat damaged' canola and soybean meal using near



infrared spectroscopy.

Pork CRC now has a business agreement with UK company Aunir to make AusScan NIRS calibrations available online.

Dr Campbell said Pork CRC was working with Aunir, pork producers, laboratories and feed mills to ensure Australia's pig industry had access to the latest calibrations.

In conjunction with BEC Animal Nutrition, Dr Eugeni Roura from the University of Queensland and Pork CRC developed a performance enhancer pre-mix for weaned pigs.

"This novel pre-mix is based on the outcome of some excellent science on ingredient preferences of weaned pigs," Dr Campbell said.

Pork CRC holds patents on improving reproduction via research it supported by Dr William Van Wettere, the University of Adelaide, who showed that adding ractopamine to sow lactation diets minimised sow body protein loss.

"The commercial product, produced by Elanco and marketed as Paylean, supports improved subsequent reproduction," Dr

Campbell said.

"Executing the patents will allow Australian pork producers to access this potentially valuable technology."

With enrichment of gestating sows a major consideration for the industry, Ridley Mills and Pork CRC have begun commercial studies on the behaviour of sows at mixing.

"Early Pork CRC supported work at SunPork Farms North in Queensland by Tracey Muller showed that providing poured blocks reduced chase time and increased lying time in the first four days after mixing," Dr Campbell said.

"As Pork CRC moves deeper into its second half, we are running a commercial eye over any potential game changers and this is where Charles Rikard-Bell will focus his time."

www.porkcrc.com.au

Profile: Charles Rikard-Bell

■ Pork CRC manager, Commercialisation and Research Impact

CHARLES Rikard-Bell has a Bachelor of Agricultural Science from the University of Sydney, majoring in Agricultural Genetics, a Masters of Science from the University of Aberdeen, Scotland, where he studied Pig Science and Production and a PhD in Animal Nutrition and Growth from Murdoch University, Western Australia.

Charles also has a Postgraduate Diploma in Education (secondary) from the University of New England, Armidale, NSW. **Agriculture experience**

Charles has 12 years' experience as an animal geneticist, starting out with A.A Tegel Pty Ltd, a major poultry broiler breeding operation in Australia, managing its nucleus meat chicken breeding program.

He also worked as a swine geneticist for international pig breeding company Seghers Hybrid Ltd, which had breeding programs in Belgium, the UK and US.

Charles was responsible for establishing the US swine breeding program.

On returning to Australia, Charles worked as group farming manager for an independent broiler processor in South Australia for four years, where he was responsible for the nutrition, health, day-old chick placement and harvesting of the

broiler chicken program.

Before joining Pork CRC in July, for 11 years Charles worked for Elanco Animal Health, a division of Eli Lilly, with its Australian Pig and Poultry livestock team as an account manager and technical consultant before his recent regional role as marketing manager – Swine for the Asia Pacific Rim.

Elanco Animal Health researches, manufactures and markets animal health products for the swine, poultry, beef, dairy and companion animal industries around the world.

CRC involvement

In 2004, Elanco Animal Health launched the beta agonist, ractopamine hydrochloride, RAC (Paylean, Elanco Animal Health, West Ryde, NSW) to the Australian pig industry.

While this product had been well researched for application in the US pig market, there were marked differences between the US and Australian pig industries.

As part of an agreement with Elanco Animal Health and Pork CRC, Charles completed his PhD through Murdoch University in which he further researched 'Mechanisms and effects of ractopamine on fat and muscle tissue deposition in finisher pigs'.

A series of studies was implemented to deter-

mine the most effective methods of application of RAC to the Australian pig industry in order to maximise efficiencies.

Furthermore, very little research had been published on the mechanisms and effects of RAC on the rate of tissue deposition in boars.

PhD study

The thesis involved a series of experiments which highlighted that optimal responses to dietary RAC in finisher pigs depended on the level of dietary lysine, the level of dietary RAC and gender, while the inclusion of specific

metabolic modifiers had synergistic effects on growth and performance.

In addition to these findings, a unique set of data was presented on the effect of RAC dose on the gene expression of specific beta adrenergic receptors in adipose and skeletal muscle tissue, using PCR techniques.

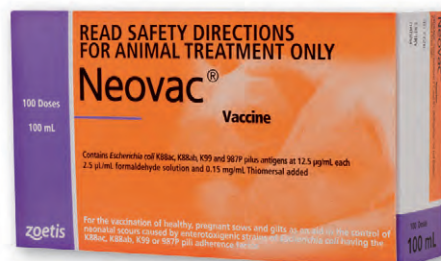
The results also established relationships between RAC dose and β AR gene expression, as well as the effects on fat and muscle tissue deposition, which to Charles's knowledge had not been reported in the literature.



Pork CRC manager, Commercialisation and Research Impact Dr Charles Rikard-Bell.

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Big changes for biosecurity

AUSTRALIA'S biosecurity system has undergone its biggest overhaul in 107 years following royal assent of the Biosecurity Act 2015 (the Act).

This replaces the Quarantine Act 1908, which was written when people and goods arrived only by sea, and had been amended over 50 times.

The Act and its supporting Acts will commence on June 16, 2016 and be co-administered by the Ministers for Agriculture and Health.

Australia's biosecurity risks have changed significantly since the Quarantine Act was first drafted.

In the past decade the volume of air passengers has increased 80 percent, sea containers by 82 percent and bulk cargo by 16 percent.

Shifting global demand, growing passenger and trade volumes, increasing imports from a growing number of countries and new air and sea craft technology have all contributed to increased biosecurity challenges.

The Act is designed to manage biosecurity risks and provides the primary legislative means and regulatory framework for the Australian Government to manage the threat of pests and diseases entering Australian borders, thus protecting Australian animals, plants, human health, the environment and economy.

The Act has greater flexibility than its predecessor and is designed to support advances in transport and technology and provide greater capacity to manage biosecurity risks into the future.

A number of state governments in Australia have or are also in the process of reviewing their Biosecurity Acts, and the general biosecurity obligation is expected to be part of the laws in each state.

Of major importance to the pork industry is the Biosecurity Import Risk Analysis, which will guide how biosecurity import risk analyses will be conducted when the new Act takes effect.

The BIRA regulation sets out the key steps to the BIRA process and includes specific timeframes, publications and consultation requirements, involvement of a scientific advisory group and the role of the Inspector-General of Biosecurity in the BIRA process.

The draft BIRA process is being guided by the recommendations from the review of the import risk analysis process report.

IRAs are designed to:

- Assess biosecurity risks associated with an item that is proposed for import or already being imported and recommends measures to manage those risks.

- Manage biosecurity risks associated with imported goods to protect Australia's favourable pest and disease status while safeguarding trade with other countries.

- Meet the requirements of the World Trade Or-

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ganization. In doing so Australia must ensure that risk assessments are based on science; do not discriminate between WTO members; and do not act as a disguised restriction on international trade.

It should be noted that the review did not specifically look at the pork IRA because these are generally only reviewed as the result of changes to biosecurity risk or new technological advances that could result in changes to import conditions.

Australian Pork Limited is working with relevant government agencies and industry to ensure the BIRA is not diminished either as a cost reduction measure or through political pressure from organisations with an interest in gaining easier access to the Australian market for pork and pork products and with it the potential for an increased risk of disease entering Australia.

More information on the BIRA can be found at www.agriculture.gov.au/biosecurity/legislation/new-biosecurity-legislation/draft-regulations

In comparison to other pork producing countries, Australia has an exceptional record for food safety.

Biosecurity remains critical to the Australian pork industry's domestic and international position as a source of safe, clean and well-managed premium pork.

The industry ensures the welfare of its animals and the integrity of its food chain by maintaining its high health status of the Australian pig herd through strict, science-based biosecurity protocols.

The new biosecurity arrangements continue to support the Australian pork industry's reputation as it helps to ensure Australia is well positioned to meet the increasing demand for 'clean, green', safe, high-quality food as well as to provide animals and genetics free of pig diseases found in other countries and regions including China, North America and the European Union.

As part of the pork industry's expansion of export markets, APL is working with both the Australian and Chinese governments to develop a pork import protocol with China.

A significant 'demonstration of capability' including food safety is required to satisfy Chinese authorities of Australia's readiness to export.

The development of trade with China is based on the concept of Australia and China working towards developing a long-term partnership and a shared future for pork

that will be of benefit to both countries.

However, any perception of food safety risk can result in export market access closing.

For example, some Asian markets are sensitive to the use of ractopamine, and others have used health and safety standards as the reason to slow or halt imports at any time, as well as a price control mechanism.

In building this relationship and demonstrating Australia's capacity to deliver high-quality safe food and world-leading technology, APL co-ordinates and hosts delegations from China who have an interest in Australia's pig production systems.

These visits are designed to strengthen ties while providing the Chinese with opportunities to examine the high standard

of pig production and export processing facilities in Australia.

They may also assist in advocacy with Chinese authorities for a protocol application and help to stimulate demand in China for Australian pork.

These activities and Australia's strong biosecurity legislation support the intensive lobbying efforts in both Australia and China required to build support for the signing of a trade protocol and consequent market access.

Hosting delegations is just one of several ways APL is pursuing these objectives.

Should you require further information on the Act, please contact me via email at John.McGovern@australianpork.com.au

John McGovern
APL Policy Analyst



Kiwis too sharp for the Steelers

THE Kiwi Sharp Blacks have taken victory at the Tri-Nations international butchery competition at home, outclassing the Australian Steelers.

The competition pitched teams of six butchers from Australia, New Zealand and Great Britain against each other in a three-hour test of skills, innovation and presentation.

Australian captain Michael James from Carina North Quality Meats, Queensland, said the team had pulled

together but narrowly missed victory.

"Our team had prepared for this competition and while we couldn't bring home the bacon, I'm proud of our efforts," Mr James said.

"While it was the Sharp Blacks who took out the title, we displayed strong knife and butchery skills, an eye for presentation and developed some great value-added products.

"I congratulate the Kiwis on their victory and the Brits for also being such great competition."

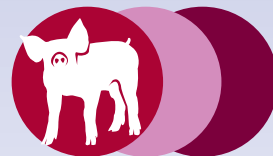
Aussie Steelers team sponsor Australian Pork Limited congratulated the team members on their efforts.

General manager of marketing Peter Haydon said, "While it's always disappointing to go down to the Kiwis, our world-class butchers did themselves proud, showcasing their skills."

"Congratulations Michael, Matthew, Adam, Ben, Tom and Paul on this great achievement.

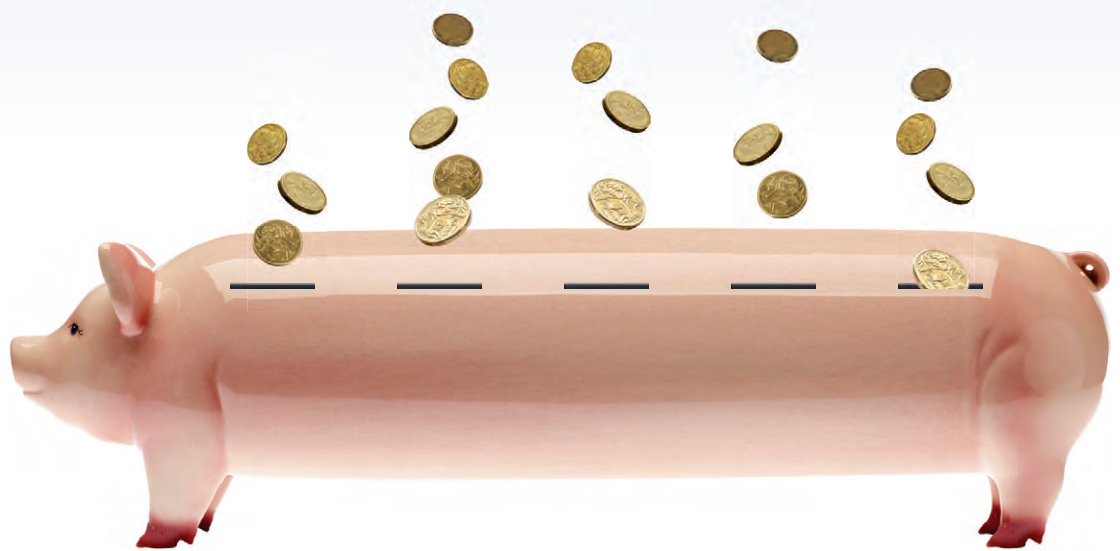
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PPPE just around the corner

BACK by popular demand and a date you should definitely put in your diary, Pan Pacific Pork Expo will again be held at the Gold Coast from May 25-26, 2016.

PPPE is a time when members of the pork industry get together to share experiences, explore the latest technologies and equipment available from around the world and listen to the latest information available on a range of topical subjects presented over the two-day event.

The joint Australian Pork Limited and Pork CRC event is filled with displays and information from industry research projects, providing insights into results that are invaluable in a growth planning phase.

With so many producers making changes to their production systems to meet the increasing de-



President's Perspective

by JOHN COWARD



mand for Australian pork, you would be crazy to miss next year's event.

As chair of the PPPE committee, I love the event's theme of 'Inspiring Transformation' because I believe this will be an outcome from you attending PPPE 2016.

One of the main goals of PPPE is to provide a stimulus for sustainable and profitable growth of our industry.

The committee has worked hard to identify a range of topics that will inform and assist produc-

ers to meet the challenges of growth in a changing environment, and we are expecting a record number of exhibitors preparing to bring bigger and better displays and information to assist producers in addressing the challenges of growth.

While it is understood that taking time away from your businesses is difficult, survey results each year have reported the key values of attending PPPE are: networking with fellow industry members; the value of

technical data available from research work; being able to discuss the results with the researchers; at the same time being able to meet with exhibitors; and having the opportunity to discuss solutions to production issues.

Again, the event has been backed onto the Poultry Information Exchange and Australasian Milling Conference to ensure exhibitors and delegates get the best opportunities to see or be at both events.

This has also provided a cost benefit to exhibitors and delegates.

The PPPE prospectus will be distributed during the coming months and co-ordinating staff will engage with industry-aligned companies for support through exhibitions, presentations and sponsorship.

In 2014, more than 500

delegates attended the two-day event, with feedback supporting changes to the event to ensure you will have more time to visit trade displays, listen to key presentations or just network with industry colleagues.

We have also catered for those people who cannot spend a prolonged period of time away from the business by making one-day registration available to attend, look and listen.

For producer members of APL there will again be member support packages available to assist with transport and accommodation to and from the event.

Keep a lookout for your invitation to be part of PPPE in May 2016 or contact APL Events and Membership executive Josie Dunham for more information on 02 6270 8832.



Installation of a Tsurumi high-head submersible pump to harvest river water led to increased efficiency and improved performance of the irrigation system on the Templeton family's sugar cane farm.

River pump goes submersible

SUGAR cane farmers, the Templeton family on the Sunshine Coast in Queensland, have cut energy costs and gained additional water efficiency by installing a Tsurumi submersible dewatering pump.

The new installation is a safer, flood-proof solution for water harvesting that delivers 3000l/pm at 850kPa.

The original system at the farm had an 18.5kW end suction centrifugal pump mounted on a trolley beside the creek.

This supplied water to a variable-speed 75kW end suction pump positioned 18m above the creek water level, away from the highest known flood level.

The combined pump system supplied water at a rate of 2400l/pm, at 700kPa, to irrigate pasture, sugar cane and a valuable ginger crop on the Templeton's farm.

In the event of heavy rain, a tractor was used to haul the old pump/trolley up a 40m railway track away from the creek.

Creek levels can rise fast, and this procedure had significant risks, especially when performed at night on a steep, wet and slippery bank.

Nambour-based Aussie Pumps distributor The Pump House came up with an out of the box solution to the problem.

A Tsurumi LH619 submersible dewatering pump, installed inside a 630mm PN10 poly pipe sleeve, now delivers water to the 75kW irrigation pump.

The poly sleeve runs down the creek bank, secured by cables and chain anchors.

Peter Chadband from The Pump House said: "Dewatering pumps aren't usually used for applications like this, but these big, high-head pumps are ideal for water harvesting from rivers or dams."

Four main features of the Tsurumi submersible make it suitable for this application:

1. The pump's resistance to abrasion means it can handle sand in the creek water in times of dry weather.
2. Its slimline design and central discharge flange allow the pump to easily fit inside a poly pipe sleeve.
3. The inbuilt thermal motor protection shutdown device protects the pump from dry running.
4. Its robust construction and hard-wearing mechanical seal arrangements are designed for

abrasive mining applications.

The 6" pump selected, a Tsurumi LH619, has a 19kW, three-phase motor with DOL start.

Tsurumi's pump produces a maximum 4370l/pm flow and has a vertical head of 42m.

The pump can be installed either in shallow wells or bores but also lends itself to being installed in shrouds or poly pipe sleeves.

They can be mounted vertically or in a range of angles through to horizontal without affecting pump performance.

Though originally designed for mine dewatering, the Tsurumi LH series is equally at home in agricultural water harvesting applications.

The centre-mounted discharge means discharge pipes or hoses are balanced.

Tsurumi's submersible pump is totally different in design and concept to normal submersible water harvesters or line shaft pumps.

The closed-style impellers are manufactured from high-chrome iron and are durable and corrosion resistant.

The pump comes with a double silicon carbide mechanical seal, protected in an oil chamber.

This oil chamber eliminates spring failure caused by corrosion or abrasion and keeps both surfaces of the mechanical seal lubricated and cool.

A patented oil lifter developed by Tsurumi provides guide veins inside the oil chamber that ensure the mechanical seals are lubricated even if the oil levels fall.

Standard on all Tsurumi pumps is an anti-wicking block at the cable entry.

This feature prevents the incursion of water due to capillary wicking in the event that the power cable is damaged or the end submerged.

"We've seen the 75kW pump deliver more flow while drawing 10 percent less current due to the increased efficiency gained by a positive suction pressure at the pump inlet," Chadband said.

"It's a great outcome using less labour, less energy with increased performance and improved safety for the client."

Like all Tsurumi pumps, the LH series is covered by a unique three-year warranty.

Further information on cost-effective water harvesting pumps is available from Aussie Pumps or authorised distributors throughout Australia.

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'Outdoor bred, raised indoors on straw' labelling gets ACCC green light

AUSTRALIAN Pork Limited has engaged and consulted widely with the Australian Competition and Consumer Commission on behalf of the industry to resolve some concerns regarding industry use of the claim 'outdoor bred'.

APL and the ACCC have now finalised an agreement to revise outdoor bred to include the qualifier 'raised indoors on straw' and on the condition that the qualifier "must be equally prominent and located with the outdoor bred term" and on the understanding that straw is interchangeable with other forms of bedding such as, but not limited to, sawdust and/or rice hulls.

As part of the ACCC agreement, APL is writing to all APIQ Certified Outdoor Bred producers and licensees, retailers and butchers to advise of these new arrangements and to ensure that the complete de-

scriptor is used and referred to in all instances.

In addition, Outdoor Bred and Eco Barn Raised, as outlined in APIQ Standards Version 4.0 7/2015, will become 'Outdoor Bred, Raised Indoors on Straw'.

It will continue to use the acronym 'OB'; and the logo associated with this change will replace the existing OB logo.

APIQ Management will:

- Revise all APIQ publications and information including the APIQ website to include this change;

- Replace OB certificates for all existing OB Certified producers; and

- Design, produce and provide replacement gate signs for all OB Certified producers with signed gate sign licence deeds in place.

APIQ OB Certified producers will need to:

- Amend all items used in their production systems that ref-

erence OB Certification to include the title 'Outdoor Bred, Raised Indoors on Straw';

- Ensure the term 'raised indoors on straw' is as prominent relevant to the term 'outdoor bred' in all marketing or packaging material; and

- Replace all old gate signs with new signs that will be provided by APIQ by the end of this calendar year.

APL has worked hard to establish a quality assurance system and certification options that correctly describe how pigs are produced and to add value to producers.

This agreement continues to enhance the value of the program, protect producers and provide them with the opportunity to demonstrate to their customers and consumers that they follow best or good agricultural practices for management, food safety, animal welfare, biosecurity, traceability, environment and transport.

It is very important that OB Certified producers make these changes to avoid further scrutiny from the ACCC.

Should you have questions regarding this advice, please contact APIQ on 1800 789 099.



When free range is free range

WHEN claims such as free range are misused, damage can occur in three ways: consumers are misled into paying more for a premium feature that doesn't exist; competitors who can legitimately make the free range claim unfairly lose their competitive advantage; and innovation suffers when consumers and businesses lose trust in the integrity of claims.

Credence claims are powerful marketing tools that go to the premium nature of a product or a particular production process or location.

At face value, it is difficult for consumers to test the accuracy of credence claims when comparing products.

Recently, the Australian Competition and Consumer Commission has investigated and taken action where it considers credence claims are likely to be misleading.

As part of our work in looking at food products, we have focused on claims such as 'free range', particularly those of egg producers but also addressing representations made in the pork industry.

Free range eggs case... a combination of factors

In September 2014, the Federal Court ordered a \$300,000 penalty against an egg supplier for making misleading free range claims.

The court declared, by consent, that Pirovic Enterprises Pty Ltd had contravened the Competition and Consumer Act by engaging



in misleading and deceptive conduct by making misleading representations in labelling and promoting eggs as free range.

In marketing the eggs, Pirovic stated on its website that its hens "...roam freely on green pastures during the day..."

The court found that, in reality, most of the laying hens did not move about freely on an open range on most ordinary days by reason of a combination of factors such as the stocking densities of the barns, the flock sizes in the barns and the number, size, placement and operation of the physical openings to the range.

The court's decision provides good guidance that – at least in the context of hens – free range claims should be backed by farming conditions and practices under which most hens actually move about on an open range each day.

There has been much discussion with industry and more broadly about this position but we think it makes common sense.

What would a consumer think?

Of course, the judgment does not necessarily translate automatically to other animals or animal products.

The starting point is what a reasonable consumer would think free range means for the farming of the animal.

We note the Australian Pork Industry Quality Assurance Program's requirements for producers to meet its free range standard includes: "...that pigs are kept permanently outdoors for their entire life with shelter from the elements provided, furnished with bedding."

This seems to align with

our basic proposition that free range means at least that the animals go outside.

We have recently worked with the pork industry on concerns about a number of representations including APL's agreement to change the title and logo of one of its pork production standards from 'Outdoor Bred' to 'Outdoor Bred, Raised Indoors on Straw.'

Such industry commitment to changing practices has resolved our concerns.

For more information, the ACCC's free online advertising and selling guide is available at www.accc.gov.au/publications/advertising-selling

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ACCC Chairman Rod Sims

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Nucleotides in pig nutrition

NUCLEOTIDES are nutritional building blocks involved in all the activities of cells and metabolic processes.

They are the raw material of DNA and RNA, and are essential for cell multiplication and reproduction as well as the transmission of genetic information.

Nucleotides are synthesised endogenously by two biosynthesis pathways:

1. Via 'de novo' with a high energy cost.
2. Through the 'salvage' pathway with less energy cost as a result of the recycling of bases and free nucleotides due to the degradation of nucleic acid from dead cells and/or being derived from the diet.

Some body cells have limited capability for nucleotide biosynthesis via de novo, such as enterocytes, hepatocytes, blood cells and bone marrow cells.

The requirement for nucleotides increases during periods of early growth, reproduction, stress and disease challenges.

In early piglet nutrition, nucleotides support the need for intense cell multiplication and support the growth of multiple organs and tissues.

Sows also experience intense demand for cell multiplication during reproduction, resulting in enormous energy cost for de novo nucleotide synthesis.

Feeding free nucleotides in this period facilitates cell multiplication, saving energy for basal metabolism and improved reproductive performance.

Studies have shown that supplementing nucleotides to sows can positively influence their progeny and carry forward benefits throughout their productive lives.

Yeast extract has been shown to contain amino acids, peptides, polypeptides, mannanoligosaccharides, β -glucans as well as nucleotides, nucleoprotein and nucleosides and has been used as a dietary source of nucleotides.

There are numerous sources of nucleotides of yeast origin available in the market but they are not the same.

A number of these contain nucleotides in the form of nucleic acid or nucleoprotein that need to be enzymatically hydrolysed prior to absorption because only nucleosides, bases and small amounts of nucleotides are absorbed.

This enzymatic reac-

tion utilises energy and leads to a low absorption rate.

New-generation yeast extracts are now available with higher amounts of free nucleotides and nucleosides.

Special enzymes are used in order to digest the RNA into free nucleotides and nucleosides, which can be immediately absorbed by enterocytes.

These have an energy sparing effect as well as better absorption in the intestines.

The advancement in pig nutrition allows for utilisation of specific nutritional building blocks such as nucleotides to get optimum performance.

In selecting a source of nucleotides, it is important to ensure it is in a form that is easily absorbed in the gut.

New-generation yeast extracts are better absorbed and have a lower inclusion rate – leading to better performance and lower inclusion cost.

For more information, please contact BEC Feed Solutions either by phone 0400 603 483 or email me at d.isaac@becfeed solutions.com.au

Dr David Isaac
BEC Animal Health,
Innovation & Research
manager



An enthralled audience at WAPPA's industry day.

Show and tell times

CONGRATULATIONS to West Australian Pork Producers' Association on its very successful annual general meeting and industry day held on the calm shores of the Swan River at the South of Perth Yacht Club on Friday, September 25.

Mustering 60 people to an AGM and industry day, then 150 to a dinner is a big effort for a small producer group.

So, hats off to 'em, especially to relatively new executive officer Jan Cooper and her band of happy helpers.

Kojonup-born, Great Southern gal Jan has given WAPPA a 'steady as she goes' feel since being appointed less than a year ago, after her predecessor departed in less than favourable circumstances.

Cant Comment

by BRENDON CANT



Announcing her appointment on December 14 last year, WAPPA president Richard Evison said he was confident her agricultural and leadership experience and skills would ensure Western Australian pork producers were well positioned to pursue growth opportunities at a time of considerable change.

And a time of change it certainly was, both within WAPPA's administration and out among its constituency, the latter highlighted by significant moves to free range and higher welfare pig farming.

Of course, any conversation or discussion about how WAPPA's 'ship' has been masterfully turned around in the past year simply has to mention Richard Evison, who stood down from WAPPA's executive committee at the 2015 AGM after 12 years of dedicated, uncompromising service, including a productive stint as president.

Popanyinning producer Dawson Bradford, a fellow executive committee member and the person punters are tipping will be WAPPA's next president, presented Richard with a travel case (he's heading to the UK shortly for his son's 21st) at the industry dinner and spoke glowingly of his term as president.

Dawson noted Richard had worked hard and led the organisation through some challenging times.

Anyone who knows Richard will agree he's one of the pig industry's most affable characters, always ready for some bright banter, whether that be serious industry chat or just light-hearted fun.

Speaking of industry leaders, Rob Wilson AM, WAPPA life member, chair of Westpork and Pork CRC program leader, also deserves an honourable mention this month.

Rob stoically managed to attend WAPPA's industry day at South Perth, despite a bad back and his impending duties as president of the Royal Agricultural Society of WA and all he had to do in and around the 2015 Perth Royal Show, which started the day after WAPPA's big 'show day'.

I was privileged to be invited to Rob's President's Dinner at the Show

this year and I was seated alongside RASWA's CEO Peter Cooper, who I must say was enlightening and visionary.

Clearly he and Rob are on the same page, both taking a big picture view of where RASWA is at and where the Royal Show should be on the WA event calendar.

Since the founding of the society in 1831, RASWA has successfully encouraged and assisted the development of WA's resources, including agricultural, horticultural, viticultural, industrial, rural, technological, commercial and mineral resources.

Although in the current soft economy, I understand attendances were down a little this year on 2014, the Perth Royal Show remains the most important annual stage for showcasing agriculture, in all its glory, to a metropolitan audience, so often these days deprived of country links.

Long may it live I say, but perhaps with the injection of fresh ideas, ambitious plans and a new direction, all things that the relatively new team at the top of Dr Wilson and Mr Cooper will successfully facilitate, I'm sure.



Dr Rob Wilson always has an eye on the future and how things might be done better and differently in his leadership roles with Westpork, Pork CRC and the Royal Agricultural Society of WA.



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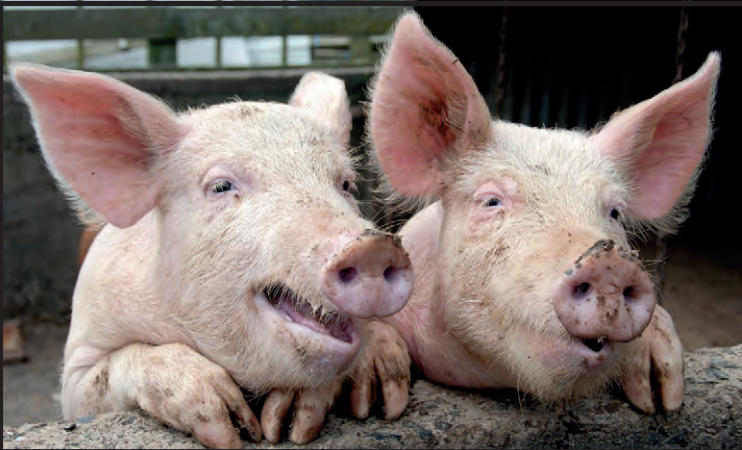
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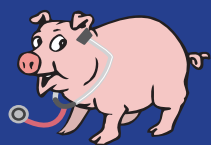


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Pig Farm Perspective

by Harry the happy pig



AS the citizens of developed countries begin to live longer and better lives, the desire for quality of life into advanced age intensifies.

Who among us has not dreamt of being back in the body of a 21-year-old?

For the average person, this translates into consuming food that has a high 'wellness' content to preserve health.

Examples are 'super foods' such as acai berries and quinoa.

Recently, both human and veterinary medical experts have begun to raise concerns that the supply of antibiotics available to treat human and animal bacterial diseases is rapidly diminishing.

This notion has filtered out rapidly to most consumers through the mainstream and online media.

Antibiotic-free meat production ties into these two notions, and is gaining popularity in the developed world.

Increasingly, media personalities and celebrity chefs are weighing in on the idea.

Australian Pork Limited marketing surveys have shown a 'social diffusion' principle applies here, where chefs influence consumers who are interested in food, who then influ-

ence the consumer market as a whole.

So who is actually trialling this out?

The New Zealand Veterinary Association has announced the goal of not requiring antibiotics for the maintenance of animal health and wellness by 2030.

Danish integrated swine producers began trialling the production of antibiotic-free pig meat in 2014.

Momentum is gathering towards action on this issue with producers around the globe.

Some questions you should ask yourself before commencing are:

1. Can I get a premium for the increased cost of production? The increased costs are associated with controlling common endemic pig diseases such as erysipelas and ileitis with vaccines instead of antibiotics. There are also increased costs associated with labour and biosecurity.

2. What am I actually trying to sell? Is it an antibiotic-free wean to finish or birth to finish pig? Different types of product necessitate higher levels of health and biosecurity.

3. What is the health status of my herd? Diseases such as APP and dysentery can severely impact on productivity

if not properly managed.

4. What will I do if I have to inject a sick pig with antibiotics? Must I cull it or is there an alternative market to sell the pig into?

5. Is my supplier willing to tolerate a fluctuating supply of finisher pigs? Bearing in mind that depending on your health status, you will have to 'remove' different numbers of pigs on a weekly basis as they need to be treated with antibiotics.

Even if you decide not to go with the concept of producing antibiotic-free pigs, consider reducing the reliance on antibiotics for your production system, with regard to reducing future risk.

For example, Olaquinox, a common antibiotic in swine diets, is already illegal to use in some countries and will soon become illegal to use in food producing animals in Australia.

In these fickle political times, the popular opinion carries the day.

Are you and your veterinarian prepared for the day antibiotic use is severely curtailed by legislation in Australia?

In my next article I will expound on the details involved in eradication of endemic diseases on farm to reduce reliance on antibiotics. 🐷



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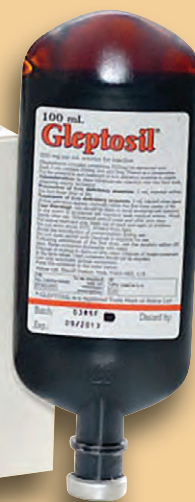
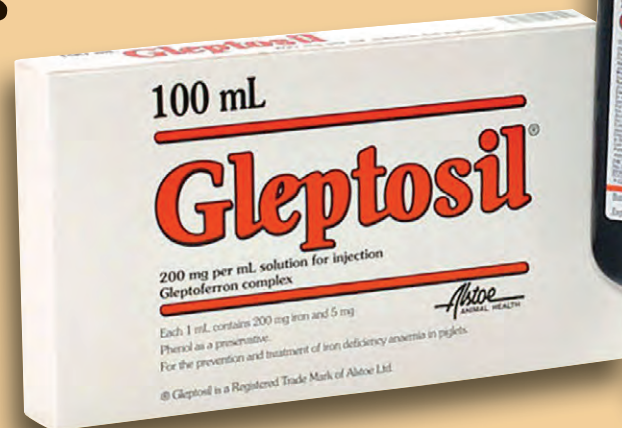
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Student	Full Registration	335.00
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Quality speakers for APSA

WITH only a short while to go before the 2015 Australasian Pig Science Association conference kicks off in Melbourne, preparations are well under way. Below is a list of speakers and topics at the event, with more to follow in the November edition of *Australian Pork Newspaper*.

The 2015 APSA conference will be held from November 22-25 at the Grand Hyatt, Melbourne, and registrations are open now.

Symposium – Classification and function of non-starch carbohydrate (fibre) – speakers: Dr Mingan Choct, Dr Jane Muir and Dr Robert Pieper

There are over five different major categories of fibre or non-starch polysaccharides, and within these classes of NSP, the carbohydrate still has largely different properties such as solubility in water, rate of fermentation and inert or highly active in the GI tract.

The main issue in commercial pig nutrition is the functions or characteristics of NSP are not considered at all.

Moreover, the most popular description of NSP is crude fibre, which only measures the undigested NSP and lignin in the diet, and lignin is not actually NSP.

Depending on the class, size and branching of NSP, it can improve gut health, feed intake and FCR while others decrease feed intake, produce scours and significantly reduce rate of digestion and feed efficiency.

Therefore it is very important to know the properties of NSP and how it can be used to optimise microflora populations to create a stable gut environment, improve digestion, health and growth performance.

Three experts in the field of NSP nutrition in monogastrics, Dr Mingan Choct, Dr Jane Muir and Dr Robert Pieper will describe the different categories and properties of NSP, how it stimulates or changes microflora dynamics and diet digestion by using the bird, the human and the pig as models in their respective fields of research.

Review – Selection for productivity and robustness traits in pigs – speaker: Dr Susanne Hermes

Selection for efficiency and productivity has been the long-term focus of pig breeding programs worldwide, leading to considerable genetic gains in pig production.

These genetic improvements

in efficiency and productivity, however, have high physiological demands that may have unfavourable consequences for the robustness of animals.

Breeding programs around the world are now focused on improving both productivity and robustness simultaneously by extending selection emphasis to a wider range of traits.

Dr Hermes will review the recent advances in this area and discuss possible strategies to incorporate genotype by environment interactions and selection for disease resistance and resilience in current breeding programs.

Dunkin lecture – Entire male pig production in Europe – speaker: Dr Giuseppe Bee

In 2010, various members of the European Union agreed to phase out piglet castration by January 1, 2018, and as an intermediate step, surgical castration without analgesia and/or anaesthesia by January 2012.

With the 2018 deadline approaching, Dr Bee will provide an update on how the various countries in the EU are addressing the issue, including the meat quality and consumer acceptance concerns around possible alternatives.



Dr Mingan Choct

Dr Mingan Choct is the CEO of the Poultry Cooperative Research Centre and a professor at the University of New England.

Dr Choct's main areas of interest include carbohydrate chemistry and nutrition, feed enzymes, energy evaluation and nutrition x disease interaction in poultry.

He has supervised more than 40 postgraduate students and published over 270 papers in journals and proceedings.

He is an active member of the scientific community, serving as an assistant editor and on editorial boards of many journals.

Her major research focus has been on the important role of fermentable carbohydrates in the health of the gastrointestinal tract.

Dr Muir has made a major contribution to understanding the role of resistant starch in gastrointestinal health.

She has worked in collaboration with gastroenterologist Prof Peter Gibson since 2001, extending her research in the area of carbohydrates in the gut, while strengthening the role of nutrition and dietetic research in the clinical setting.

Her primary focus has been assisting with the development of new diet therapies to treat and control diet-related gastrointestinal dysfunction.



Dr Robert Pieper

Dr Robert Pieper is a research scientist and lecturer at the Institute of Animal Nutrition in the Department of Veterinary Medicine at the Freie Universität Berlin, Germany.

His main research focus is the relationship between nutrition, the intestinal microbiota and the host response in the pig.

He studied agriculture between 2000 and 2005, mainly focusing on dairy nutrition.

After this, Dr Pieper changed the focus towards gastrointestinal microbiology in weaning pigs and received his doctoral degree in 2008 from the University of Saskatchewan, followed by a one-year postdoc at the University of Saskatchewan, Canada.

In 2009, he joined the Freie Universität Berlin where he currently works.

Robert has published more than 60 peer-reviewed papers in highly ranked journals including the Journal of Nutrition, Applied and Environmental Microbiology, British Journal of Nutrition and Scientific Reports.

Robert was and is currently involved in several EU-wide projects searching for alternative feeding strategies in young pigs to manipulate gut health with macronutrients such as crude protein or fibre but also trace elements or probiotics.

He was also the scientific manager of a large national collaborative research group between 2009 and 2014 and co-organiser of the 13th International Symposium on Digestive Physiology in Pigs in Poland this year.



Dr Jane Muir

Dr Jane Muir is currently head of Translational Nutrition Science in the Department of Gastroenterology, Central Clinical School, Monash University.

She is a trained dietitian with a PhD in biochemistry and has over 20 years' experience in the area of nutrition research.

continued P14

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Quality speakers for APSA



Dr Susanne Hermesch

Dr Hermesch is a principal research fellow at the Animal Genetics and Breeding Unit, University of New England.

She has investigated a wide range of research topics relevant to genetic improvement of pork production.

Currently, she leads a number of national and international research collaborations to develop selection strategies for robustness and disease resilience.

This research is conducted in co-operation with the major Australian pig breeding companies.

Dr Hermesch is in charge of the genetic services at AGBU for pigs and as such is responsible for initiating and leading new developments for genetic evaluation systems used in Australia and overseas.

She has edited three books and is the lead author of the majority of over 280 scientific and industry publications.

Further, she has established an extension and adoption framework to foster adoption of genetic principles.

She is the representative for Australia on the Permanent International Committee of the World Congress on Genetics Applied to Livestock Production.



Dr Giuseppe Bee

Dr Bee is the leader of the Swine Nutrition and Pork Quality research group at Agroscope Institute for Livestock Sciences, Switzerland.

Dr Bee completed both Masters and PhD studies at the Department of Animal Science, ETH Zurich (Switzerland), before undertaking postdoctoral studies at the Meat Science Laboratory and Gene Mapping Laboratory at the US Department of Agriculture, Beltsville Area Research Centre.

Dr Bee has supervised numerous PhD students and is a current member of the editorial board for the journals ANIMAL (Product Quality, Human Health and Well-being) and Journal of Animal Science.

Dr Bee's current research interests include challenges in entire male production; effects of prenatal and early postnatal development on growth performance; carcass characteristics and meat quality; and the effects of swine production systems on muscle fibre distribution in swine and their effects on meat quality.

For more information and to register for the 2015 Australasian Pig Science Association conference in Melbourne, visit www.apsa.asn.au

	Lead	Arsenic	Cadmium
Immune suppression	X	X	X
Liver damage	X	X	X
Kidney damage	X	X	X
Intestinal haemorrhage		X	
Muscle incoordination	X	X	
Blindness		X	X
Rapid breathing	X	X	
Lack of appetite	X		X
Vomiting		X	
Diarrhoea		X	
Hypersensitivity			X
Testicular degeneration			X
Decreased growth	X		X

Table 1: Heavy metal contamination can affect animal health.

Alltech survey reveals contamination of clay-based mycotoxins with heavy metals

THE results of the 2015 Alltech heavy metal, dioxin and polychlorinated biphenyl survey are in.

Following previous surveys of trace minerals, Alltech undertook a survey throughout South Asia on samples of clay, yeast and enzyme-based mycotoxin binders.

Data suggests inorganic clay-based mycotoxin binders used by feed manufacturers and farmers could be contaminated with toxic levels of at least two different heavy metals, potentially compromising animal health.

Forty-eight samples were submitted as part of

the survey and analysed for arsenic, cadmium and lead with an inductively coupled plasma optical emission spectrometry within Alltech's extensive laboratory facilities in Bangalore, India.

Alltech South Asia technical manager Dr Lokesh Gupta said the results were quite alarming.

"All the clay-based mycotoxin binders tested contained a mix of potentially toxic elements: lead, arsenic and cadmium," Dr Gupta said.

One-hundred percent of the inorganic clay-based mycotoxin binders samples collected from feed manufacturers and farmers were contaminated with at least two different heavy metals, potentially compromising animal health and performance.

Twenty-five percent of these samples were contaminated with at least one heavy metal above EU maximum levels; either with lead (6.25 percent), arsenic (12.5 percent) or cadmium (6.25 percent).

Extremely high levels were seen in some samples where cadmium was detected at up to 9.23ppm whereas the acceptable EU limit is just 2ppm.

"These heavy metals can play havoc with animal health, suppressing the immune system or damaging the liver and kidneys," Dr Gupta said.

Alltech Asia-Pacific quality manager Anitha Upadhyaya said high contamination levels of heavy metals are commonly found in clay-based mycotoxin binders due to the mining and manufacturing processes.

"PCBs and dioxins are emerging outcomes of environmental pollution, resulting in bio-accumulation in soil and in turn, entry into the food chain," she said.

"The results emphasised that feed manufacturers and farmers should be asking suppliers to provide evidence that their products are free from heavy metal contamination considering the impact on animal health and performance as well as consumer safety."

Selecting a mycotoxin binder

If mycotoxin poisoning is suspected, the most effective course of action is to add a mycotoxin binder to the feed and monitor the results.

By absorbing harmful mycotoxins, the binder will quickly act against the effects of any mycotoxins present, restoring health and productivity.

For best results, Alltech Mycotoxin Management program global director Nick Adams recommends selecting a mycotoxin binder with the following criteria in mind:

- Scientifically proven – Ask for data from scientific and field studies showing effectiveness of the product in the animal. Trials in a laboratory are not a reliable indicator of effectiveness, nor are simple farm studies.
- Clay-based not the best option – Not only can clay-based mycotoxin binders be contaminated with heavy metals, they are not effective against all known mycotoxins. They can also bind to and remove valuable vitamins and mineral processes.

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Alltech survey reveals contamination of clay-based mycotoxins

from P14

als, depriving animals of nutrients at a time when they are most needed.

• Broad spectrum – The ideal binder is able to deal with the broadest range of mycotoxins simultaneously.

• Fast acting – A good binder should interact with the mycotoxin in a short period.

• Stable – Mycotoxin binders should be temperature and pH stable.

Beware of products purporting to bio-transform mycotoxins.

The products of this bio-transformation can be more harmful than the original mycotoxin.

“Clearly the ideal mycotoxin binder must be

effective at sequestering mycotoxins without detrimentally affecting the animal,” Adams said.

“There’s no doubt that the latest organically derived, yeast-based mycotoxin binders perform extremely well in this respect.

“For many years, Alltech has applied MYCOSORB, its yeast-based technology, to mycotoxin absorption.

“MYCOSORB A+ is the next generation of mycotoxin binders, offering superior binding capabilities, a broad ad-

sorption profile and efficacy.

“MYCOSORB A+ can reduce the damaging effects of mycotoxins on animal health.”

For more information, please contact Dr Lokesh Gupta at lgupta@alltech.com

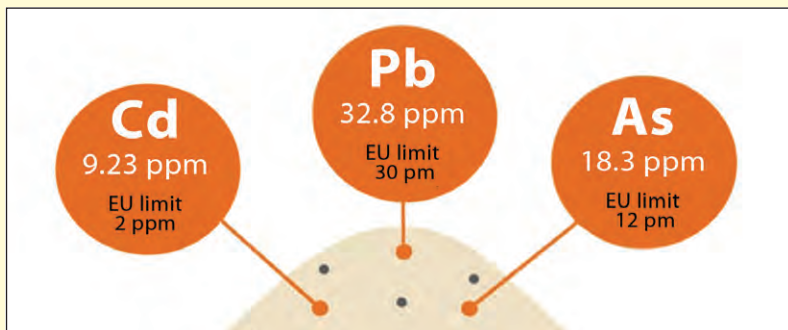


Figure 1: High levels of heavy metals were detected using inductively coupled plasma optical emission spectrometry in clay-based mycotoxin binders samples in a survey completed in August 2015.

Biosecurity policy for importation of precooked (microwave) bacon

THE Department of Agriculture may decide to review or amend an import policy if alternative risk management measures demonstrate an equivalent level of biosecurity protection or if new, peer-reviewed scientific information becomes available.

The department has determined that processing of precooked (microwave) bacon within specific parameters can provide an equivalent level of biosecurity risk management to the recommendations of the ‘Generic import risk analysis for pig meat: final import risk analysis report’ (February 2004).

Heat treatment of pig meat is a risk manage-

ment measure that helps to address a number of diseases of biosecurity concern, including porcine reproductive and respiratory syndrome virus.

The manufacturing process for precooked bacon includes an initial partial cook and subsequent microwave heating process.

The determination takes into account current scientific information and the recommendations of the ‘Generic import risk analysis for pig meat: final import risk analysis report’.

In particular, a porcine reproductive and respiratory syndrome inactivation study on microwave heated bacon, published in January 2015, was reviewed: Mills ER, Barry

RM, Myers SE, Mills EW (2015) ‘Deactivation of porcine reproductive and respiratory syndrome virus during microwave heating of bacon’ – Journal of Veterinary Science and Technology 6: 213.

Imports of precooked bacon from countries approved to export cooked pig meat to Australia will be able to commence under specific import conditions.

Precooked bacon will need to comply with requirements that have been assessed as equivalent to the applicable import conditions for cooked pig meat from approved countries, with variations to the required cooking process parameters.

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Barmac Product Technical manager Christopher Poletto said research has shown residues can remain in the tissue for greater than 200 days.

Therefore the use of anticoagulant baits in pork and other meat production systems poses a potentially serious health hazard when the pork products are consumed, and consequently poses a significant risk to domestic and export markets for Aus-

tralian pork producers.

Mr Poletto said the problem occurs most commonly through secondary toxicity, where pigs feed on the carcasses of rodents that have consumed an anticoagulant bait.

The contamination is a major problem affecting the Australian pig industry.

Every individual needs to act to reduce the risk of anticoagulant rodenticide secondary contamination that leads to residues in pork products.

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Barmac business manager Neels Van Rensburg said he is extremely pleased to be able to deliver RAMPAGE to the Australian rodenticides market due its environmentally responsible properties with low toxicity to birds and no known secondary toxicity issues.

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Controlling rodents can be either an ongoing battle or a problem that flares up from time to time, depending on conditions and availability of harbourage areas and food sources.

Eliminating areas that rodents can use for shelter by doing a general clean-up and removing clutter in and around sheds can make a significant difference to pest populations.

All potential food sources and food storage areas should be as rodent proof as possible.

Understandably, it's the direct pig feeding sites where it is more difficult to keep rodents excluded, however by implementing exclusion and general shed hygiene practices on farm, these two measures alone will make a rodent control program much more successful.

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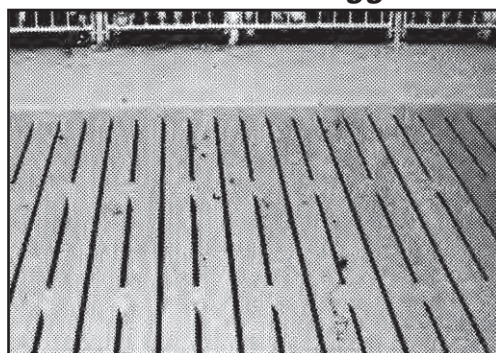


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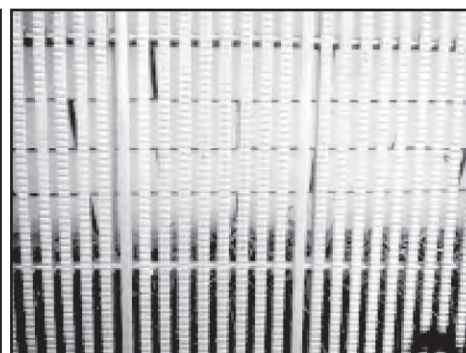
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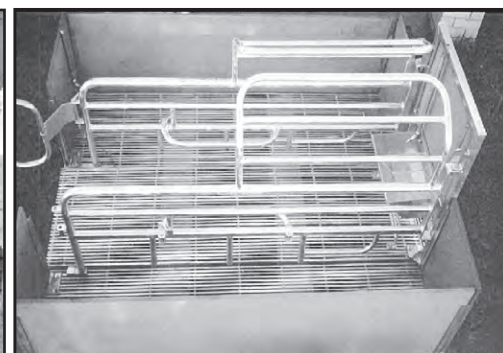
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Free ranging discussions at 2015 WAPPA AGM and industry day

OUTGOING West Australian Pork Producers' Association president Richard Evison highlighted the growth of free range pork in his report to WAPPA's 2015 AGM.

Mr Evison, of Westpork, who did not offer himself for re-election after 12 years on the executive, stood down at the recent annual general meeting and was replaced on WAPPA's executive committee by Emalyn Loudon of Cuballing, who joined producers Graeme Dent, also of Cuballing, Dawson Bradford of Popanyinning, Torben Soerensen of GD Pork and Dean Romaniello of Craig Mostyn Group.

A new president will be elected at WAPPA's next executive committee meeting.

"I believe free range pork is still a growth area, with Western Australia continuing to supply east-

ern Australia," Mr Evison said.

Speaking about quality standards in the industry, he declared he was a strong advocate of Australian Pork Limited's APIQ✓ program, which he said provided food integrity and consumer confidence, but he questioned APL's move to include environmental compliance.

"It's already covered by other authorising bodies and this move risks overburdening producers with duplicate requirements and moves away from its core value," Mr Evison said.

"I believe the APIQ✓ program needs to be embraced by all pork producers for it to have value to industry and consumers."

WAPPA executive officer Jan Cooper, in her report to the AGM, highlighted several key issues she was tackling, including biosecurity, a second

labour agreement and barriers to growth, especially 'red tape' and the cost of doing business.

"It is very clear that the expected growth in the pork industry will stall if planning and environmental approvals get in the way to the extent they have with some current well-known cases," Ms Cooper said.

WAPPA's AGM was part of its very successful 2015 industry day at South of Perth Yacht Club, which was attended by about 60 producers and industry stakeholders.

Speakers included Roger Campbell of Pork CRC, Andrew Spencer, Tony Abel, Pat Mitchell and Ashley Norval, all of APL, Jae Kim of Department of Agriculture and Food, WA, John Walters of MSD Animal Health, Greg Mills of Food Integrity Solutions and Meg Donahoo of Boehringer Ingelheim.

About 150 people attended WAPPA's annual industry dinner in the evening, at which a Certificate 3 in Pork Production, a 15-unit competency course run by Portec and C.Y. O'Connor Institute, was presented to: Bob Velasco, Gamby Ramirez, Merly Paurillo, Robert Mercardo, Michael Cockram, Ceferlita Vicedo and Lyndon Dumaguin, all of Westpork; Ramil Sanchez and Melanie Olan, both of Craig Mostyn Farms; Mathew and Justine Whyte of Quairading; Sandy Nicholls of Doodlakine; Madison Davey of WA College of Agriculture, Cunderdin and Sarah Loresch of GD Pork.

The 2015 Ron Pollard Memorial Award was presented by Ashley Norval of APL to Samantha Sterndale, an APL supported Murdoch University Masters student who is currently working at DAFWA.



Sharon Martin of Wannamal, Matthew Langridge of the Department of Agriculture and Food, Western Australia, Roger Campbell of Pork CRC and Annette Howard of Wannamal.



At WAPPA's industry day at South of Perth Yacht Club were Brenden Howard of Wannamal, Dean Romaniello of Craig Mostyn Group and Steve Martin of Wannamal.



Wannamal producer Steve Martin chatted with Andrew Spencer and Deb Kerr, both of Australian Pork Limited.



Karen Moore of DAFWA, Susan Schryver of Boehringer Ingelheim, Charles Rikard-Bell of Pork CRC and Megan Trezona of DAFWA caught up at WAPPA's industry day.



WAPPA president Richard Evison and executive officer Jan Cooper anxiously awaited questions from the floor at WAPPA's 2015 AGM as fellow executive committee focused intently on business arising from previous minutes.



Pork CRC CEO Dr Roger Campbell (standing) shared a cuppa and his thoughts on WA pork R&D with WAPPA life member Hugh Payne of DAFWA. Seated adjacent were Pork CRC Board member Prof John Pluske of Murdoch University and Pork CRC subprogram leader Dr Jae Kim of DAFWA.



Albany producer John Bunn and Westpork's Neil Ferguson shared their thoughts on the state of WA's pig industry.



Producers Karen and Marty Van Beek of Gillingarra and Cassandra Wade, representing Weston Milling obviously enjoyed WAPPA's 2015 dinner.



WAPPA executive officer Jan Cooper, Alison Evison and Sarah Romaniello.



Amanda Vardanega and John Walters, both of MSD Animal Health, Rebecca Wicks of Milne Agrigroup and Tim Ahern of Zoetis enjoyed lunch at WAPPA's industry day.



WAPPA president Richard Evison of Westpork and Esperance producer Steve Hoffrichter had a quiet chat overlooking the Swan River during a break in WAPPA's 2015 industry day.



James Opoku of Stirling Free Range Pork caught up with Malcolm Auld of PIC at WAPPA's AGM.



Yvonne Lau, Jae Kim and Samantha Sterndale, all of DAFWA. At WAPPA's dinner later that day, Samantha was presented with the 2015 Ron Pollard Memorial Award.

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