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# Australian Pork

## NEWSPAPER

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Vol 29. No. 10 October 2025 Australian Pork Newspaper PO Box 162 Wynnum 4178 Phone 0450 672 553 Email ben@collins.media



Setting the record straight on how our pork industry is doing.

## Australia's pork industry is thriving

I HAVE been interested to read some assessments and perspectives about the Australian pork industry recently.

Some of these assessments have missed the mark, and there are several points I would like to address.

The observation that Australia has all the right ingredients for a successful pork industry is however, right on the money.

One of our greatest strengths is freedom from the devastating diseases that plague other countries.

Our hardworking farmers live and breathe biosecurity every day and our borders have some of the strictest bios-

ecurity restrictions in the world to keep our farms safe.

We should be proud of these biosecurity standards – far from being a barrier, they are the very reason our industry remains viable and competitive.

To suggest we should compromise by opening our borders to imports of genetics is to underestimate what is at stake. Our herd health status is the envy of many producers around the world.

If however, foot-and-mouth disease, African swine fever and porcine reproductive and respiratory syndrome entered Australia – for example, through imported ge-

netics – they could cripple not only our farmers but also our economy.

Not to mention, Australia's own genetics program has strong potential, and we should be backing that innovation before looking overseas.

In fact, Australian pork is doing very well.

Pork is the second most-consumed protein, in all its forms, in Australia.

While it's true there is definitely more room for growth, this is the case for any industry.

But we have strong momentum – fresh pork volume sales growth is outperforming the average

continued P2

## Celebrating 20 years of putting pork on menus

LAST month, Australian Pork Limited celebrated the twentieth anniversary of our PorkStar program at Sydney's iconic Strand Arcade.

Over the past 20 years, PorkStar has become one of Australia's most successful foodservice programs, helped by some of our leading chefs.

It is now firmly established as one of our industry's most effective initiatives and has been instrumental in growing pork from an underutilised protein to a hero ingredient, featuring on more restaurant menus across Australia than ever before.

From the inception of PorkStar we have witnessed a dramatic change in our culinary landscape, with pork becoming a staple on menus throughout Australia.

The PorkStar team past and present are eternally grateful to all the porcine warriors who have turned pork into a menu must-have.

The success of the PorkStar program is down to the creativity, passion and advocacy of the talented food professionals across the whole industry.

From the chefs who influence and create pork dishes to sit on their menus, to the butcher who cuts the



Point of View

by MARGO ANDRAE  
CEO



meat, the supplier who delivers the product to the door and to the farmer.

We raise our hats to them all.

To our producers who have tirelessly made continuous improvements in all aspects of pig production and meeting the requirements of our most discerning chefs, diners and customers, I would like to say a big thank you for trusting us to celebrate your wonderful product through PorkStar.

I also acknowledge all of the chefs along the way who have worked so hard to help change the way Australians experience pork, celebrating its versatility and appeal.

Their willingness to experiment, innovate and champion pork has turned it into a staple across Australia's diverse food culture.

And we would not be here today – the second-most consumed protein in Australia – without them.

For the chefs involved, PorkStar has

legacy is clear.

Twenty years of innovation and partnership have transformed the way pork is perceived and enjoyed in Australia.

It's one of our top proteins, no longer 'hard to find', but a restaurant hero.

Thanks to PorkStar and our amazing team of chefs, it's now celebrated, savoured and here to stay.

That's why I'll end with a thank you to all who have been involved with and supported the PorkStar program over the past 20 years.

Thanks to all of you, pork has truly secured its place as one of the most exciting and adaptable proteins in modern Australian dining and, with a new generation of chefs now carrying the torch, there's no sign of slowing down.

Here's to another 20 years of PorkStar and to the new generation of chefs who continue to hero Australia's most versatile protein.



PorkStar, one of Australia's most successful foodservice programs.



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## Pork Industry Calendar of Events

### 2025

**OCT 6-8** – 16th SafePork – Rennes, France. <https://safepork.ifip.asso.fr>

**OCT 15-16** – Dutch Pork and Poultry Expo – Den Bosch, Netherlands. <https://www.porkpoultryexpo.nl/en/>

**OCT 18-20** – Leman China Swine Conference and World Swine Industry – Changsha, China. <https://www.lemanchina.com/>

**NOV 17-19** – APSA Conference – Melbourne, Australia. <https://www.apsa.asn.au/>

### 2026

**JAN 28-30** – XXVIII Jornadas de Porcino de la UAB y la AVPC – Barcelona, Spain. <https://webs.uab.cat/porcino/>

**FEB 3-4** – Journées de la Recherche Porcine – Saint-Malo, France. <https://www.journees-recherche-porcine.com/accueil>

**MAR 2-4** – Animal Health, Nutrition and Technology Innovation 2026 – London, United Kingdom. <https://ahnti-eu.com/events/ahnti-eu>

**JUN 2-4** – VIV Europe 2026 – Utrecht, The Netherlands. <https://www.viveurope.nl>

**JUN 16-19** – IPVS 2026 – Ho Chi Minh, Vietnam. <https://ipvs2026.vn/>

**SEP 22-24** – Expomeat 2026 – Sao Paulo, Brazil. <https://www.expomeat.com.br/>

**OCT 6-8** – International PRRS Symposium 2026 – Spain.

**OCT 21-23** – Pork Expo Mexico – Aguascalientes, Mexico. <http://pork-expo.org/>

**How to supply event details:**

Send all details to **Australian Pork Newspaper**, PO Box 162, Wynnum, Qld 4178, call 0450 672 553 or email [design@collins.media](mailto:design@collins.media)

**porknews.com.au**  
**0450 672 553**

# Australia's pork industry is thriving

from P1

for fresh meat, comparing the 12 weeks and four weeks to July 2025 versus the same periods last year.

This performance has been helped by our successful marketing efforts, which in recent years have been calculated to have returned an incremental \$13 farm gate value for every \$1 spent on media.

'Get some pork on your fork' is familiar to 90 percent of Australian adults, and pork advertising recall is tracking at an all-time high, above the other proteins.

Australian pork exports have also achieved robust growth to meet demand.

Total export volume (shipped weight) has increased more than 55 percent over the past five years.

As an industry, we have so much to be proud of.

Over the past five years, we have grown from a \$5 billion industry to a \$6.9 billion industry – that shows productivity is growing.

Our workforce has also increased from 34,600 to over 36,000.

Over the past 40 years, we've reduced our emissions intensity by 73 percent and continue to see our producers invest in a circular economy – a sign of our collective

commitment to sustainable farming.

We have high animal welfare standards and value our workers.

We maintain productive and highly collaborative relationships with the Commonwealth and all state and territory governments, which we work closely with to achieve the best possible outcomes for our industry.

We also provide 100 percent of the fresh Australian pork available on our soils.

Fresh Australian pork is a delicious high-quality protein that is good for the environment, the hip pocket and plays an important role in a healthy balanced diet.

I'm incredibly proud that our industry gets to play a role in feeding Australians and helping to sure up our food security.

It's easy to pick apart an industry from afar.

But those who work within it know the reality – Australian pork is strong, sustainable and growing.

Our strengths are clear – a world-class health status, rising productivity, strong consumer demand and a trusted brand.

These are the qualities that define us, and they are what will ensure the long-term success of our industry.

**Margo Andrae**  
**CEO Australian Pork Limited**



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Our hardworking farmers live and breathe biosecurity every day and our borders have some of the strictest biosecurity restrictions in the world to keep our farms safe.

## Nest building materials for sows during farrowing

THE European Union Reference Centre for Animal Welfare Pigs has provided an overview of the motivation behind nest building behaviour of sows and how a lack of ability to nest build influences maternal behaviour and sow and piglet welfare.

### Nest building behaviour

Nest building is a strong behavioural need driven by changes of hormones around birth.

Under production conditions, sows are still highly motivated to seek out an isolated nest site for nest building.

Preventing nesting behaviour is as such associated with frustration and stress, and therefore associated with poor welfare.

Consequently, it is important that the farrowing environment provides both sufficient space, as well as sufficient amount and quality of nest materials.

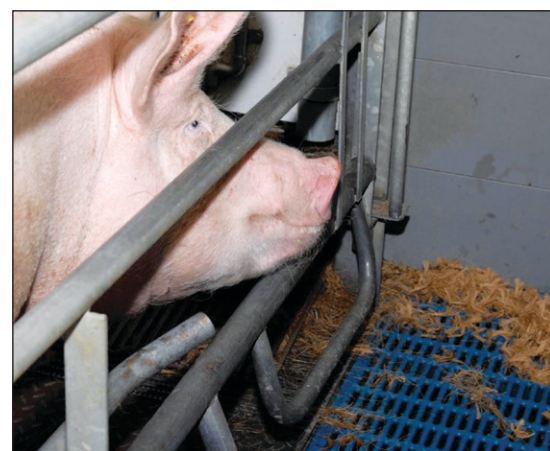
### Crates versus zero confinement systems

For crated sows during farrowing, type and allocation of material must be considered carefully, particularly with respect to floor type.

Materials should either be presented quite frequently in front of the sows or be materials that can be attached to the side/front of the pen, as examples, rope and jute sacks.

In pens with zero-confinement, many scientific studies show

that the allocation of large quantities of good quality nest material not only contributes to meeting the sow's need for nest building but also contributes to increasing sow maternal care and improving piglet survival and growth.



A short review on nest building materials for sows during farrowing. Photos: WUR



When sows are crated during nest building, loose materials do not work well since they get out of reach of the sow.

**Australian  
Pork**

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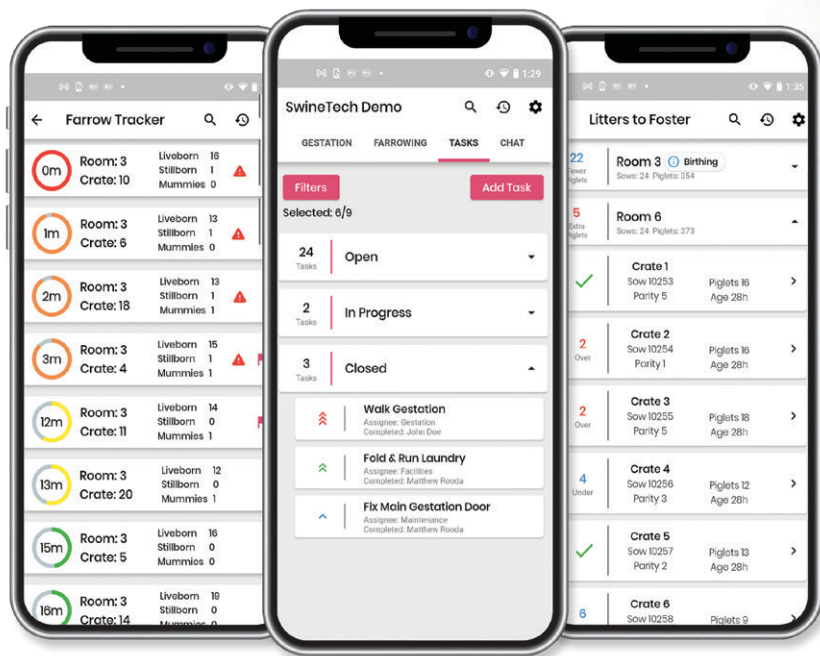


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### Step 2 Define Operations



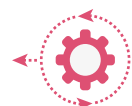
Manager

Sets the goals, expectations, SOPs (What do we need to happen?)



Workflow

Reinforces the correct actions and behaviours (When do we need to do it?)



Process

Ensure completion and compliance (Are we doing a good job?)

### Step 3 Direct Execution

Daily Workflows

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Team Collaboration

- Transparency and Accountability
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The benefits of automation will directly impact the entire team.



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## New online resource supports Australia's pig veterinarians

VETERINARIANS working in the pig industry now have a powerful new tool at their fingertips, with the launch of the Pig Vet Hub – a dedicated online resource developed by Agriculture Victoria's Pig Services Centre.

Created specifically for veterinarians who specialise in pig health, the Pig Vet Hub brings together a suite of trusted practical resources designed to support better on-farm outcomes, enhance diagnostic capability and improve disease management and welfare practices across Australia's pig herds.

This purpose-built hub addresses a longstanding need for a central easy-to-access platform focused solely on pig health in the Australian context.

With information covering everything from pig pathology and disease diagnostics to biosecurity and vaccine use, the Pig Vet Hub is designed to save time, support clinical

decision-making and make it easier for veterinarians to provide continuity of care.

Pig Services Centre manager Dale Morris said, "The Pig Vet Hub has been developed with working vets in mind – whether they're on-farm, in the clinic or reviewing a case back at the office."

"It's mobile-friendly, intuitive to navigate and packed with resources you can trust."

The Pig Vet Hub features a range of tools and information, including a fully digitised version of *Pathology of the Pig: A Diagnostic Guide*, curated case studies and visual tools to challenge and sharpen diagnostic capability, resources to support post-mortem investigations and disease diagnostics, best-practice guidance on pig welfare and biosecurity, and information on autogenous vaccines and their use in herd-specific disease control.

All content is tailored to Australia's

pig production systems, ensuring relevance and practicality for vets working in local conditions.

Access to the Pig Vet Hub is completely free and available to veterinarians nationwide.

With access now open, the Pig Vet Hub is set to become an essential part of the Australian pig veterinarian's toolkit – delivering knowledge, tools and confidence wherever their work takes them.

For access to the Pig Vet Hub, email [pigs.bendigo@agriculture.vic.gov.au](mailto:pigs.bendigo@agriculture.vic.gov.au)



The Pig Vet Hub features a range of tools and information.



Conditions at APIQ-accredited Andgar piggery have been described as some of the worst ever seen.

## Cruelty at piggery highlights urgent need for reform

THE shocking revelations of cruelty at Andgar piggery in Dublin South Australia – where dead and dying pigs were seen trapped in a quagmire of waste, suffering from serious injuries and fighting for access to feed – has exposed deep flaws with the way the welfare of farmed animals is protected



in Australia.

Andgar was accredited under APIQ – the Australian Pork Industry Quality Assurance Program, Australian Pork Limited's premier quality assurance program

– a system designed to assure consumers that high standards of animal welfare, biosecurity and food safety are being met at all times.

Yet eyewitness reports indicate that

over a two-year period, conditions on this farm had been deteriorating to the point of abject cruelty and neglect.

How was this allowed to happen?

We only know of the dire situation at Andgar because of the moral courage of a delivery driver who, traumatised by the conditions he'd

continued P5



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# Cruelty at piggery highlights urgent need for reform

from P4  
witnessed, confided in his wife.

Using photos and videos taken during his visits to the piggery, the couple then made a report to the RSPCA.

As weeks passed by with no apparent action, the couple then contacted the Farm Transparency Project, desperate for something to be done.

Undercover investigators from FTP visited the farm on June 14 and 20 to film the conditions in detail.

On June 26, they released footage to RSPCA South Australia, which carried out an inspection the following day.

RSPCA inspectors, along with veterinary staff from the Department of Primary Industries and Regions South Australia, conducted a total of two raids of the piggery, euthanising 14 pigs and issuing 21 animal welfare notices for immediate action.

The RSPCA is now preparing a comprehensive brief of evidence ahead of potential court proceedings.

The severity of the conditions at Andgar, the length of time over which they had been allowed to worsen and the long delay in authorities taking action indicate a breakdown of process.

As a result, pigs were subjected to what investigators described as some of the worst on-farm conditions ever seen.

It should not require an undercover investigation to prevent or address animal cruelty.

Farmed animals need a functioning regulatory system where compliance is regularly monitored and when cruelty is reported, immediate action is taken.

Instead, as we've seen time and time again in other cases, this cruelty complaint and subsequent exposé were led by whistleblowers and animal rights investigators, who risk criminal charges for trespass and unauthorised surveillance.

As with previous cases, by the time the cruelty is brought to light, many animals have already endured prolonged neglect and abuse.

The methods used by animal rights investigators such as those at FTP place those who work for industry representative bodies and an-

imal welfare charities in a difficult position.

We cannot and do not support or condone illegal action.

But when faced with clear evidence of animal suffering, such as the Andgar delivery driver and his wife, we all have a collective moral obligation to act, regardless of how that evidence was obtained.

For those with a stake in the development and oversight of the animal welfare policy and compliance system, that obligation extends to improving the system itself.

According to APL, APIQ covers 90 per cent of pig production in Australia.

That's 2.25 million pigs certified by the industry as meeting APIQ standards.

But, as APL's chief executive officer Margo Andrae put it in this publication's August 2025 issue, the program is reliant on "every producer doing the right thing" via self-reporting and third-party independent audit processes.

Scheduled on-farm site visits occur once a year, with self-reporting the mainstay for the other 364 days.

Farm assurance programs offer a promise of quality to consumers – but that promise is only credible when underpinned by a rock-solid compliance program.

Whatever happened at Andgar piggery, it's clear this program failed.

The APIQ program is currently undergoing a major review.

If the issues raised by Andgar are to be addressed, then APL needs to make serious changes to the compliance regime to ensure a situation such as this is never repeated.

It isn't only APIQ that needs reviewing.

In South Australia, as in every other Australian jurisdiction, there is no independent government body to oversee the application of animal welfare legislation.

Instead, we have a patchwork of different agencies with different roles and responsibilities leading to a complex and confused system, often resulting in lax enforcement and unacceptable suffering for animals such as pigs.

It's time for states and territories to invest in establishing purpose-built independent offices of

animal protection to ensure there is a centralised dedicated focus on compliance and enforcement functions across all areas of animal welfare.

We also have a broken system when it comes to national animal welfare standards.

The review of the 'Model Code of Practice for the Welfare of Animals – Pigs' is running seven years behind schedule because the current system is chronically under-resourced.

If we are to meet basic community expectations for farmed animal welfare, we also need an independent process for

standards development, sufficiently funded to prioritise timely action.

Millions of pigs across Australia cannot afford to wait any longer for the development and implementation of new standards.

Australians expect animals to be treated with respect and compassion.

To meet those expectations and to restore public trust, we must reform the foundation of how animal welfare is governed.

Without this systemic change, farmed animals will continue to suffer.

**Dr Bidda Jones**  
**Australian Alliance for Animals**

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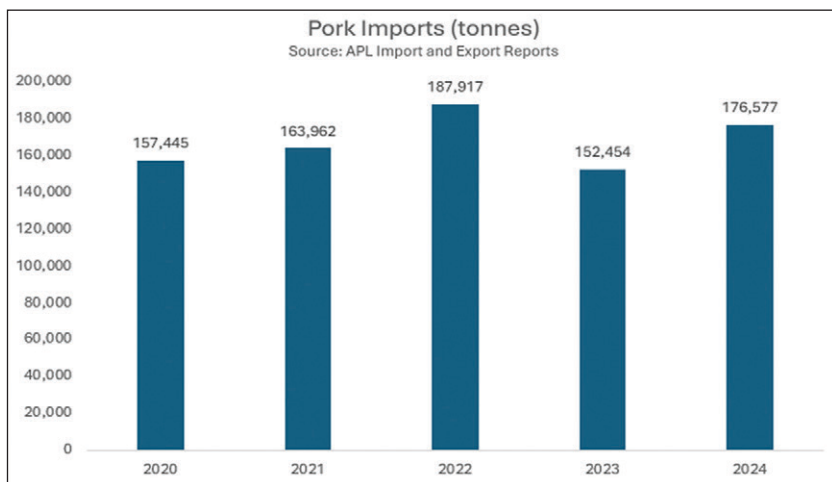


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We create chemistry





Weights are now trending upward from 110kg live toward 130kg live to meet the needs of retailers, including foreign chains operating domestically.

## Reconciling perspectives on Australia's swine industry

AFTER publishing my recent article on the Australian swine industry, I received thoughtful feedback from producers, veterinarians and industry leaders.

To me, this indicates that the questions and challenges I raised resonate widely, and that more elaboration is needed.

My goal here is not to argue one side over the other but to ac-

knowledge areas I initially overlooked and to show how different perspectives can be reconciled.

Challenges in agriculture are rarely simple – success usually comes from weighing trade-offs and finding multiple paths forward.

### Market weights

I initially emphasised Australia's lighter pigs, but weights are now trending upward from 110kg live toward 130kg live to meet the needs of retailers, including foreign chains operating domestically.

This is encouraging. Heavier carcasses produce cuts that consumers are showing greater demand for and may drive higher per capita pork consumption.

They also align more closely with international norms, potentially improving export competitiveness.

And from a processor's standpoint, heavier carcasses mean greater output from the same slaughter capacity.

### Castration

From earlier discussions with producers and veterinarians, I originally assumed this was driven by policy or retailer mandates, as is the case in many other countries.

However, the decision in Australia is largely producer-driven for reasons of growth efficiency and carcass quality.

This reframes the issue from one of animal welfare regulation to one of production economics, a discussion that deserves its

own treatment in the future.

### Paths to profitability

Perhaps the most important point is how profitability and growth are framed.

By focusing on exports, my earlier piece may have given the impression that expansion abroad is the only way forward.

Export growth certainly brings opportunities, but it is not the sole path.

Australia could significantly increase profitability by reducing reliance on imported pork and by improving efficiency through data-driven precision practices that lower costs and reduce variability.

These gains can be just as meaningful as chasing new export markets, if not more so.

### The genetics question

Genetic improvement is another area where nuance is needed.

I pointed to Brazil's offshore quarantine model as a way to safely import genetics, however such systems are not risk-free.

Additionally, this model hinges on the availability of a suitable location within Australia's borders so that import policy can be properly enforced.

The potential benefits of new genetics must be weighed carefully against the catastrophic risk of introducing disease.

In my view, disease outbreaks are far costlier than they are often credited.

If the risks outweigh the benefits, then responsibility falls to

Australian breeders and geneticists to drive improvement from within, using heterosis, technology and careful long-term planning.

This will not be easy, but it is far from impossible with industry-wide collaboration and keen awareness of consumer demands.

### Balancing opportunity and caution

As Australia considers expanding its pork sector, it is important to avoid what I call the 'golden calf' mentality – elevating growth and expansion so highly that any cost or risk seems acceptable.

Sustainable growth requires balancing opportunity with caution, ensuring that today's gains do not compromise tomorrow's resilience.

### Looking ahead

Like every other pork-producing nation, Australia faces challenges – costs, infrastructure, genetics, regulation and market dynamics.

Yet I continue to believe that the fundamentals are strong.

Disease-free status, domestic feed resources and a forward-looking industry provide the foundation for long-term success.

After engaging more closely with my colleagues in the Land Down Under, I am convinced that their greatest asset may be passion itself, the drive to build an industry that is both resilient and prosperous.

**Lance Mulberry**  
Economist  
KnowledgeVentures LLC

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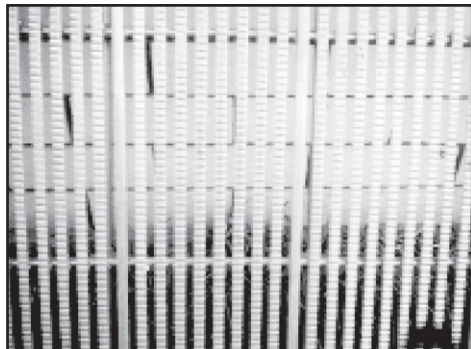
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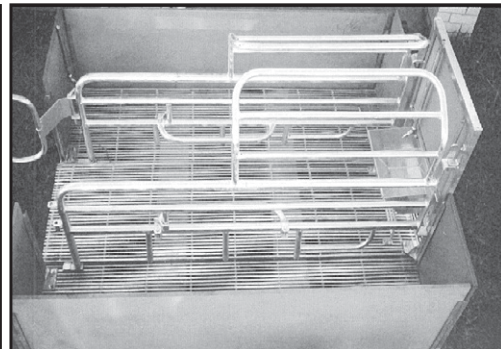
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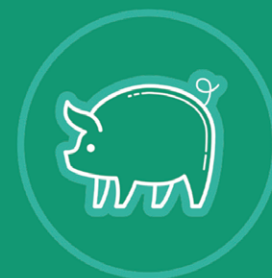
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Mycotoxin news from dsm-firmenich ●●●

# Deactivate Mycotoxins Activate Performance

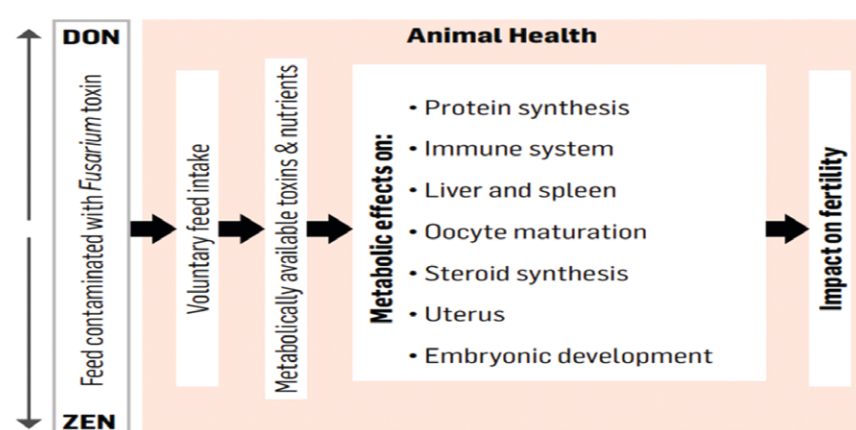


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## Get to know the mycotoxin Zearalenone

As reported in a previous article in Australian Pork Newspaper, results from the long running dsm-firmenich Global Mycotoxin Survey consistently identified that the three major mycotoxins of economic importance in feedstuffs for pigs in Australia are deoxynivalenol (DON), fumonisins (FUM) and zearalenone (ZEN), with aflatoxin and ergot alkaloids making regular appearances. Looking into data for the last three years, fumonisins were the most frequently detected mycotoxin class (64% of samples had FUM). ZEN is routinely found in about 25% of samples tested and the levels are quite variable across years with an average of contamination level of 211 ppb, which is deemed to be a significant risk for breeders and young pigs. As mentioned in previous articles, the presence of two or more mycotoxins often has a much more significant impact on the animal than the level of a single mycotoxin.

Zearalenone is commonly found in grains and protein meals, especially soybean meal. Although ZEN can affect gut integrity and therefore nutrient absorption in all pigs, especially in the presence of other mycotoxins, the main concern with ZEN is its effects on reproduction and fertility. When ZEN is present with DON (as is commonly found in Australia), the combined effects of DON and ZEN on fertility are quite pronounced as shown in **Figure 1**.



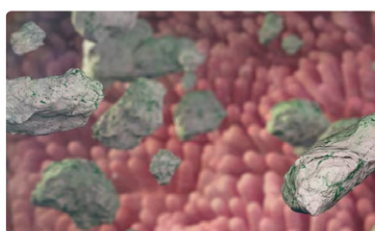
Source: Tiemann and Dänicke, 2007

**Figure 1. Combined effects of DON and ZEN on fertility.**

In simple terms, ZEN is chemically very similar to the female hormone oestrogen and will bind to the oestrogen binding sites in breeding animals therefore inhibiting the proper action of oestrogen, effectively putting the gilts and sows on a 'contraceptive pill'. The effects of ZEN can have wide ranging impacts starting with altered cycling, ovulation, conception and implantation, which can lead to reduced litter size, birth weights and variable litters. Effects of ZEN on the ovaries can be quite severe in gilts and sows already in the herd, but can also start in the young females while they are piglets still suckling. While ZEN is typically considered a female hormone, the effect on boars can also be quite marked, with ZEN intake known to influence feminisation of boars, testicular atrophy and poor semen quality.

Like many of the mycotoxins, ZEN has a chemical structure that does not permit it to be easily bound by simple binders. Therefore, the most effective way of reducing the impacts of ZEN in young pigs and the breeding herd is to enzymatically cleave – in the intestine before the ZEN is absorbed – the ZEN into non-oestrogenic products. Irreversible deactivation of ZEN is achieved through the use of Mycofix® Plus. As seen in the previous article, Mycofix® Plus is also proven to deactivate DON, which further reduces the impacts that can occur as listed in Figure 1.

## How does the Mycofix® product line work?



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While AI might give us a heads-up on pig welfare, it doesn't offer opinions, and it is strong forthright considered opinions that the pig welfare debate really needs.

# An artificially intelligent chat about pig welfare

FOLLOWING a recent family gathering and a robust round-table discussion about the benefits or otherwise of artificial intelligence in the workplace, I thought I'd do a shallow dive into what AI had to say about pig welfare in Australia and how the Australian Pork Industry Quality Assurance Program informs and strengthens it.

Before I reveal to you all that was revealed to me via a quick enquiry with ChatGPT, let me share the family feedback I received from a few millennials.

A 41-year-old who has worked in the brewing industry for 20 years said that while he didn't use AI, most of his younger colleagues readily and regularly did to quickly solve mechanical and engineering issues related to machinery and packaging.

A brewer in his late 30s agreed that AI was commonly used by colleagues.

A photographer of about the same age said she was a keen engager of AI, even to the extent of using it to moderate letters and emails to improve tone, as English was her second language.

And I was taken aback by another late 30-year-old, with an undergraduate arts degree and half way through a law degree, who said she had no interest in AI and to this point had not used it.

Having spent many years in the university sector and a few in mining resources, her emphatic response surprised me a little.

Anyway, refreshed from that deep dive (or perhaps shallow) into AI, I sat on it...

## Cant Comment by BRENDON CANT



sometimes through undercover investigations that reveal poor welfare conditions on certain farms.

These investigations have sparked public debate and calls for stricter regulation and transparency.

Pig welfare in Australia has improved over recent decades, with positive changes such as the reduction in gestation stall use and the introduction of national welfare standards.

However, challenges remain, particularly regarding the continued use of farrowing crates, invasive husbandry practices and inconsistent enforcement of regulations.

As public interest in animal welfare continues to grow, the industry will likely face ongoing pressure to adopt more humane and sustainable farming practices.

And the following when ChatGPT was asked how the Australian Pork Industry Quality Assurance Program informs and strengthens pig welfare in Australia.

APIQ, or the Australian Pork Industry Quality Assurance Program, is the national quality assurance scheme covering over 90 percent of pig production in Australia.

It is a HACCP-based framework (Hazard Analysis and Critical Control Points) designed to ensure on-farm management, food safety, animal welfare, biosecurity, traceability, transport and environmental standards are upheld.

Registration under APIQ is often required by abattoirs, especially

• continued P9

until now.

So, here's what ChatGPT spat back when questioned about pig welfare in Australia.

Pig welfare is an important issue in Australian agriculture, where over five million pigs are farmed annually, primarily for pork production.

Public concern about animal welfare, along with increasing scientific knowledge, has led to ongoing scrutiny and reforms in how pigs are housed, handled and cared for across the country.

One of the most controversial aspects of pig farming in Australia has been the use of gestation stalls – small metal enclosures used to confine pregnant sows.

While these were once common, pressure from animal welfare groups and changing consumer expectations led the Australian pork industry to voluntarily commit to phasing out their use.

As of 2017, most commercial pig producers in Australia no longer use gestation stalls for the full pregnancy, instead opting for group housing systems.

However, concerns remain over the use of farrowing crates, which restrict sows' movement during birth and nursing.

Pig welfare in Australia is governed by

a combination of state legislation and national guidelines.

The Australian Animal Welfare Standards and Guidelines for Pigs, endorsed in 2018, outlines minimum care requirements, including housing conditions, feeding, veterinary care and handling.

These standards are designed to improve animal welfare while allowing for practical implementation by producers.

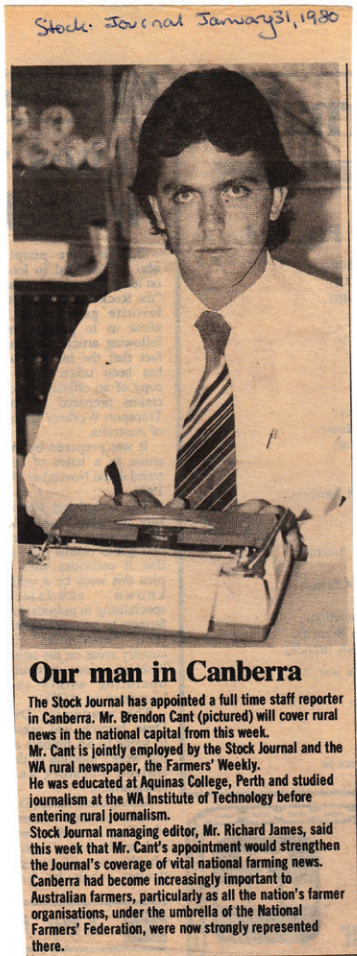
Despite these standards, enforcement varies between states, and critics argue that the guidelines often reflect industry convenience rather than best animal welfare practices.

Some animal welfare organisations claim that many pigs are still subjected to stressful or painful procedures, such as tail docking and teeth clipping, often without pain relief.

Consumer awareness and ethical considerations have played a significant role in shaping pig welfare standards.

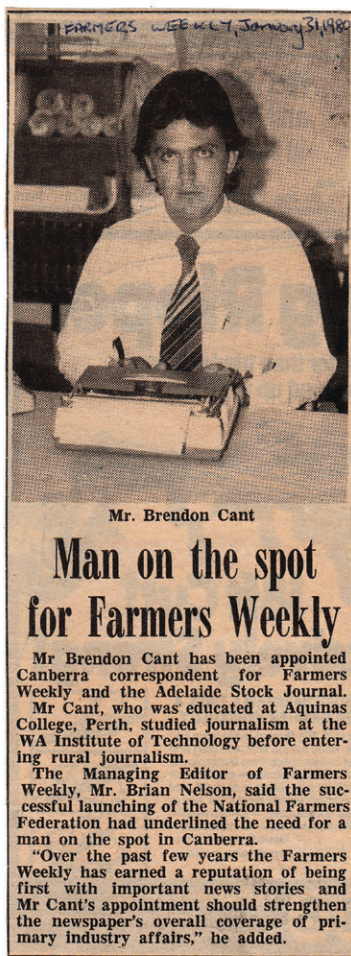
Growing demand for free-range and higher-welfare pork has prompted some producers to adopt alternative farming systems that allow pigs more space, access to the outdoors and opportunities to engage in natural behaviours.

Animal rights groups have also contributed to increased scrutiny,



### Our man in Canberra

The Stock Journal has appointed a full time staff reporter in Canberra. Mr. Brendon Cant (pictured) will cover rural news in the national capital from this week. Mr. Cant is jointly employed by the Stock Journal and the WA rural newspaper, the Farmers Weekly. He was educated at Aquinas College, Perth and studied journalism at the WA Institute of Technology before entering rural journalism. Stock Journal managing editor, Mr. Richard James, said this week that Mr. Cant's appointment would strengthen the Journal's coverage of vital national farming news. Canberra had become increasingly important to Australian farmers, particularly as all the nation's farmer organisations, under the umbrella of the National Farmers' Federation, were now strongly represented there.



Mr. Brendon Cant

### Man on the spot for Farmers Weekly

Mr Brendon Cant has been appointed Canberra correspondent for Farmers Weekly and the Adelaide Stock Journal. Mr Cant, who was educated at Aquinas College, Perth, studied journalism at the WA Institute of Technology before entering rural journalism. The Managing Editor of Farmers Weekly, Mr. Brian Nelson, said the successful launching of the National Farmers Federation had underlined the need for a man on the spot in Canberra. "Over the past few years the Farmers Weekly has earned a reputation of being first with important news stories and Mr Cant's appointment should strengthen the newspaper's overall coverage of primary industry affairs," he added.



A long way from today's AI way, the author's early days in journalism were spent banging away on a manual typewriter. Research for stories was done via library searches and telephone and in-person interviews. No computers back then in 1980, let alone AI.



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An artificially intelligent chat about pig welfare

from P8  
those serving domestic or export markets.  
**APIQ's role in enhancing pig welfare**  
*Embedding welfare in standards*

APIQ integrates the Model Code of Practice for the Welfare of Animals – Pigs directly into its welfare standards.

To maintain certification, producers must satisfy requirements (for example housing, feed, water, health and sick animal handling) that align with MCOP.

The standards manual outlines welfare-related mandates – staff competency, proper facilities, feed and water availability, health monitoring, human euthanasia protocols and more.

*Animal-based assessment tools (PigCare)*

APIQ includes PigCare, an animal and facility-based assessment framework involving both documentation and direct observation (behaviours, appearance, mobility, housing quality) to measure welfare outcomes.

This approach ensures more outcome-focused evaluations instead of solely checking for paperwork compliance.

*Third-party auditing and certification*

Farms must pass annual independent audits, conducted by Aus-Meat Limited under contract with APIQ, verifying compliance with welfare (and other) standards.

Non-compliance results in Corrective Action Reports and certification remains conditional until corrective steps are taken.

A dedicated APIQ panel and APIQ management team, in collaboration with Australian Pork Limited, oversee the program's integrity, policies, appeals and enforcement.

*Differentiated welfare-oriented production models*

APIQ defines and certifies specific labels such as free range, outdoor-bred, indoor and gestation stall free, each carrying distinct welfare guidelines.

For instance, APIQ's free range standard mandates outdoor access throughout life, foraging opportunities, shelter and natural behaviours, verified through audits and permitting use of the 'Australian Pork Certified Free Range' logo.

*Transparency and industry collaboration*

Producers such as Westpork highlight that APIQ certification assures consumers that animal welfare proto-

cols are stringently applied, including regular internal and external audits.

APIQ also incorporates retailer-led specifications – for instance, a module for Coles' sow stall free requirement – streamlining welfare standards across supply chains.

*Summary – impact on pig welfare*

APIQ provides a robust structure for monitoring and enforcing pig welfare through:

- Alignment with legal and best-practice welfare codes
  - Objective animal-based welfare assessments
  - Independent auditing and corrective action protocols
  - Diversified production welfare standards (for example free-range)
  - Clear accountability and coordination between producers, auditors and stakeholders.
- These mechanisms play a pivotal role in raising and assuring welfare outcomes

across Australia's pig industry.

*Challenges and criticisms*

Some animal welfare advocates argue that industry-led self-regulation, even under APIQ, may fall short of ensuring humane practices, particularly when enforcement or transparency is lacking.

Concerns persist about variable interpretations of terms such as 'free-range' and calls for improved labelling and verification of welfare claims.

*Conclusion*


APIQ significantly shapes pig welfare in Australia by embedding welfare standards into management systems, enforcing them through audits and enabling traceability and transparency.

While generally raising the bar for welfare practices, continued monitoring, refinement and possibly more independent oversight can further strengthen outcomes.



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# Smart tech projects to help control scourge of feral pigs

PROJECTS from the Reef and Rainforest Research Centre and the University of Queensland will make use of innovative technologies, including artificial intelligence, to improve feral pig control methods.

The Department of Primary Industries is investing \$436,160 to help create new and innovative tools and techniques to control the scourge of feral pigs across the state.

Deputy director-general and chief biosecurity officer Rachel Chay recently announced two successful applicants who will receive funding through Round 8(b) of the Queensland Feral Pest Initiative.

Dr Chay said the funded projects would harness innovative technology such as artificial intelligence to improve the trapping, monitoring and control of feral pigs throughout Queensland.

"Feral pigs do untold damage to Queensland agriculture and are known carriers

of disease, which can devastate our domestic pork industry," Dr Chay said.

"This funding aims to ensure a diverse and humane suite of control tools is available and accessible for use across Queensland."

"The successful applicants in this round of funding were the Reef and Rainforest Research Centre based in Cairns and the University of Queensland, which will base its project from the Gatton campus."

Dr Chay said both projects would provide real improvements in feral pig control methods.

"The Reef and Rainforest Research Centre project will give farmers and other stakeholders access to real-time information and data on the presence, location, number and size of feral pigs," she said.

"This information can then be used to integrate and test innovative control measures such as

'smart fences' and automated baiting programs, allowing stakeholders to monitor larger land areas more quickly and at reduced cost."

"In addition, the University of Queensland project will design and deliver a decision-making framework that optimises control measures for specific locations and times by integrating research on pig behaviour, climate, landscape data and control techniques."

The Department of Primary Industries supports effective invasive plant and animal management through the Queensland Feral Pest Initiative.

Round 8(b) of the QFPI received 48 expressions of interest for funding and the final selection was made by the QFPI Oversight Group, which includes representatives from government and non-government agencies.

Dr Chay thanks all applicants who applied.



Aerial shooting should be used with other control methods including baiting, trapping and ground shooting to achieve sustained reductions in feral pig impacts and their populations. Photo: Louise Gavin

## Feral pigs unlikely to disperse due to aerial shooting

IN many locations across Australia, aerial shooting from a helicopter is used to quickly and effectively remove populations of feral pigs over large areas to reduce their impacts to agricultural, environmental and cultural assets.

Aerial shooting is well suited for use in vast or remote landscapes where vehicle access is limited or impractical and flat open areas with high pig densities.

It involves highly skilled and experienced shooters and pilots who use specific firearms, shot placement and fly-back procedures to ensure animals are humanely killed.

Aerial shooting is most effective when coordinated as part of a broader integrated best practice manage-

ment program.

This means that aerial shooting should be used with other control methods including baiting, trapping and ground shooting to achieve sustained reductions in feral pig impacts and their populations.

Feral pigs are intelligent, resilient and adaptable animals and can become very wary of the control techniques used to remove them from the landscape.

This includes their response to aerial shooting.

Animals who have been previously exposed to aerial shooting can display learned behaviours and may evade control by taking refuge in vegetation, remaining still if in open areas and/or changing

their activity patterns and movement in the landscape.

Aerial control operations typically involve searching habitat areas intensively until a decline in kill rates occur, with areas often revisited.

This means that if aerial operations are conducted over multiple days, pigs may be repeatedly harassed.

Previous studies in Australia – published between 1988 and 2012 – reported that feral pigs did not move out of their normal home ranges or significantly increase the size of the area travelled when aerial shooting operations were conducted.

Despite these findings, some people remain concerned that the intense disturbance that feral pigs may ex-

perience when aerial shooting operations are conducted over several days in an area may cause them to disperse in the landscape, increase their movement rates and move away from targeted areas to evade aerial control activities.

If this was to occur, these movement behaviours would present significant implications to feral pig population management activities aiming to manage an outbreak of emergency animal disease due to risks of disease spread.

A GPS tracking study that was conducted at two sites in the US and published in 2010 found that feral pigs increased their movement rates during aerial shooting.

Differences in feral

continued P11



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## Feral pigs unlikely to disperse due to aerial shooting

from P10 pig behaviour between these two sites were also observed.

This may be explained by site-specific factors, such as the availability of refuge habitat, influencing feral pig movement.

Between March 2021 and September 2023, NSW Local Land Services conducted aerial shooting operations as part of statewide initiatives to support land managers with reducing feral pig impacts, as well as to understand how to reduce cloven-hoofed vertebrate pest populations in the event of a foot and mouth disease outbreak to limit its potential spread.

A total of 71 feral pigs were fitted with GPS collars across nine aerial shooting operations at five large sites (of  $\geq 600$ sq km) in the Riverina, western and northwest regions of NSW over 29 months.

Data from the GPS collars enabled changes in feral pig movement behaviour following exposure to aerial shooting operations, that lasted between one and 11 days, to be monitored.

Site specific changes in the size and loca-

tion of activity ranges before and after shooting, daily activity and movement rates before, during and after shooting, and daily activity before, during and after shooting were assessed.

### What was found

The key outcomes from this work were:

- No evidence was found that aerial shooting resulted in large scale dispersal of feral pigs

- Aerial shooting can trigger changes in movement and space use patterns of feral pigs

- Behavioural responses of feral pigs hassled by aerial shooting varied both across and within different sites, some pigs decreased their movements during and after shooting, others increased them and others did not change their movements at all – this highlights how the behavioural flexibility of feral pigs, in response to specific environmental/habitat conditions, makes feral pig management difficult and challenging

- Between the nine aerial shooting operations, variability in range sizes of male and female pigs be-

fore and after aerial shooting was found.

Key factors that may contribute to the behavioural variability of feral pigs in response to aerial shooting include the availability of refuge habitats and resources, gender, previous exposure to aerial shooting, individual behaviours and environmental stress.

Standard operating procedures for feral pigs support best practice management programs by providing a structured and consistent approach to their humane management.

The National Code of Practice for the humane control of feral pigs, together with SOPs for trapping, aerial shooting, ground shooting and baiting using 1080 and Hoggone were revised in 2024 and can be found on the Pest-Smart website, scan the relevant QR code below.

This study, led by Andrew Bengsen from NSW Department of Primary Industries and Regional Development's Vertebrate Pest Research Unit, was published in the journal *Wildlife Science* in May 2025.

Authors were from

the NSW Department of Primary Industries and Regional Development's Vertebrate Pest Research Unit, NSW Department of Primary Industries and Regional Development, the University of NSW, Riverina Local Land Services and the Centre for Invasive Species Solutions.

If you'd like to access this research paper, scan the relevant QR code below.

If you'd like to discuss this article or have any questions related to effective feral pig management, contact me on Heather.Channon@feralpigs.com.au or 0423 056 045.



Scan for the National Code of Practice.



Scan for the research paper.

## Protect your pigs with Generation Blue Rodenticide Soft Bait

RODENTS aren't only a nuisance in piggeries – they're a serious risk to animal health and farm profitability.

Rats and mice spread diseases such as salmonella and leptospirosis, contaminate feed and water and cause costly damage to wiring and equipment.

Stopping them quickly is essential to keeping your pigs healthy and your business secure.

### Why farmers trust Generation Soft Bait

- Irresistible to rodents – made with premium grains and vegetable fats, so rats and mice choose it over feed
- Proven on farm – trials in livestock environments show rodents consistently prefer Generation Soft Bait over competitor products

- Tough in farm environments – maintains integrity in hot environments, it stays fresh and effective for longer

- Versatile – soft baits can be secured, such as conventional blocks in bait stations or placed directly in tight hard-to-reach places where rodents live and blocks won't fit, and work on all key poultry pests – mice, roof rats and brown rats.

### Stop rodents before they spread disease

Every rodent in your piggery is a potential disease carrier.

They contaminate feed with droppings and urine, spreading infections that can lower performance, reduce growth rates and impact herd health.

Generation Blue Rodenticide Soft Bait works fast – rodents take the bait quickly, ingest a lethal dose and infestations collapse before they spread further.

### Easy to use

Place bait stations along walls, near feed storage and around pig sheds.

Its strong scent draws

rodents in, even when grain and feed are nearby.

Regularly check and top up bait stations to maintain control.

### The bottom line

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With Generation Blue Rodenticide Soft Bait, you get a rodent control solution designed for piggery conditions – proven, palatable and powerful.

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For more information, visit [www.desangosse.com.au](http://www.desangosse.com.au)



Generation Blue Rodenticide Soft Bait, Australian Pesticides and Veterinary Medicines Authority registration number 80386.

# Generation Blue Rodenticide Soft Bait

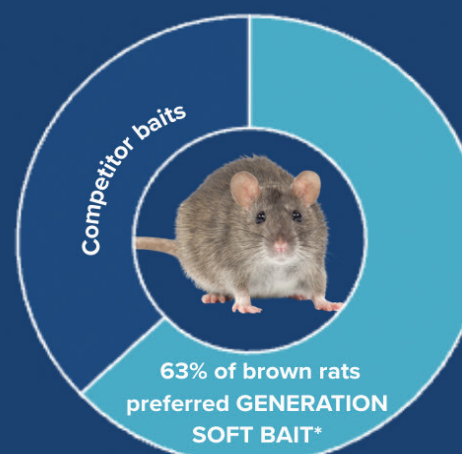
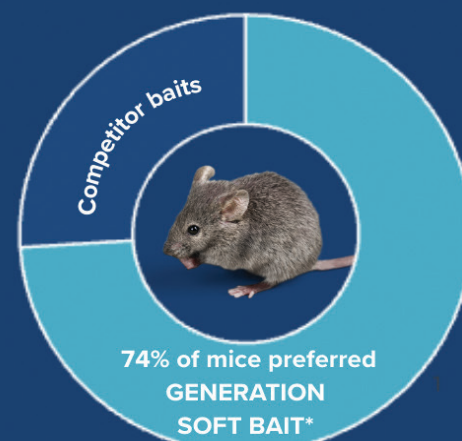
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\* Average of trials where soft baits have been compared one to one (eg GENERATION vs competitor 1 in trial 1; GENERATION vs competitor 2 in trial 2 etc)



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# Cast iron is out at Aussie

AN extensive exercise carried out by Aussie Pumps has revealed that many pumps being used in piggeries, abattoirs and similar liquid waste applications were plagued by problems with cavitation and corrosion on its cast-iron pumps.

Even Gorman Rupp, a leading supplier for these applications, has the same cast-iron corrosive problem.

Aussie Pumps has developed a range of 2", 3" and 4" self-priming centrifugal pumps that are designed for these highly corrosive applications.

The solution was quite simple.

Chief engineer John Hales came up with the idea of casting complete pump bodies and components in 316 stainless steel.

To quote the book *Metals in the Service of Man*, the austenitic group of 316 stainless steel contains approximately 18 percent of chromium and 8 percent nickel.

Additions of molybdenum are sometimes made to certain grades of the same austenitic group to increase their corrosion resistance, while others have titanium added to stabilise the carbon.

That says it all.

Aussie Pumps new range of self-priming centrifugal pumps offer 2", 3" and 4" pumps in cast 316 stainless steel.

"We began the evolution in this direction when we started putting 316 stainless-steel impellers in cast-iron pump bodies," Mr Hales said.

"The stainless-steel impellers worked fine but we found the cast-iron bodies simply didn't go the distance. "We then decided to

go 100 percent 316 stainless steel, in spite of everybody warning us that would make them too expensive."

That issue of cost to a large extent depends on volume.

By gearing up to build in large quantities, the company is able to produce a full range of products in a variety of different drives at reasonable prices.

Stainless steel is not only corrosive resistant but is also significantly harder, prolonging pump life by resisting abrasion as well.

Aussie claims this was not a miracle, merely a way of upgrading the pump material to substantially extend life, which means less breakdown.

"The only thing you can do to affect a pump that is made entirely of 316 SS is to

burn the mechanical seal out by running it dry, but that applies to any pump operating in these types of applications," Mr Hales said.

## Six-inch pumps go stainless

Aussie Pumps big 6" model B6XR-A 15kW motor pump is cast iron, however the company has already proceeded to convert the impellers over to 316 SS.

The photo shows the monstrous big open-style non-clog impeller in glorious 316 SS.

"It's a new world," Mr Hales said.

"The next step is to do the bodies in 316 as well."

For more information on Aussie Pumps stainless revolution, including the complete range of 316 SS pumps, visit [www.aus siepumps.com.au](http://www.aus siepumps.com.au) or call 02 8865 3500.



The first step to changeout cast-iron pumps to 316 stainless steel starts with the impeller.



Lori Stevermer believes strongly in advocating for agriculture. She and her husband Dale serve on state and national pork industry organisations.

## Planet of Plenty advances agricultural storytelling, advocacy and education

ALLTECH, a global leader in animal nutrition and crop science, launched Planet of Plenty in 2019.

A business entity dedicated to science-led storytelling, advocacy and educational initiatives that amplify agriculture's vital role in creating a sustainable future, this initiative builds on Alltech's vision of working together for a planet of plenty.

Uniting the agri-food community in creating a world where agriculture thrives, nutritious food is abundant and accessible, and our planet's natural resources are replenished for generations to come.

While most families had ties to agriculture just two generations ago, many people today lack firsthand exposure to how the world's food is produced.

This disconnect can lead to misconceptions and oversimplified narratives about agriculture's environmental impact, the role of farmers in creating climate solutions and the complexity of feeding

a growing population while protecting natural resources.

Through powerful storytelling, advocacy and educational initiatives, Planet of Plenty aims to bridge that gap.

Alltech president and chief executive officer Dr Mark Lyons said, "Through Planet of Plenty, we can take viewers on a global journey – into fields, research labs and farming communities – where they will see firsthand the intricate relationship between agriculture, the environment and food and economic security."

Planet of Plenty will serve as a collaborative hub where those within the agri-food community and beyond can:

- Promote science-based storytelling
- Advocate for the world's agri-food producers
- Support educational initiatives
- Broaden the conversation about agriculture's role in shaping a more sustainable future.

Following is the Planet of Plenty story of how eco-friendly pig production created

a new era of opportunities.

Trails End Farm owners Dale and Lori Stevermer have implemented sustainable crop cultivation and eco-friendly pig production strategies at their family farm in Minnesota in the US, which has been operated by members of the Stevermer family for more than 100 years.

When Ed and Elizabeth Stevermer began construction on their southern Minnesota farmstead in the summer of 1916, they may have dreamed of little else aside from completing the project and getting settled.

As it turns out, they were also building a legacy that would carry on through multiple generations.

The aptly named Trails End Farm, located near the small town of Easton, has remained family-owned and operated – with a particular emphasis on pig production – for over 100 years.

Today it is run by Ed and Elizabeth's grandson Dale and his wife Lori, who took over from Dale's par-

ents about 30 years ago. **A match made in hog heaven**

Lori was raised 35 miles away from her future abode, on a farm where her family maintained dairy cows and pigs.

At 18, Lori set off for the University of Minnesota with ambitions of becoming a veterinary technician.

Later, after changing her mind, she went on to graduate with an animal science degree.

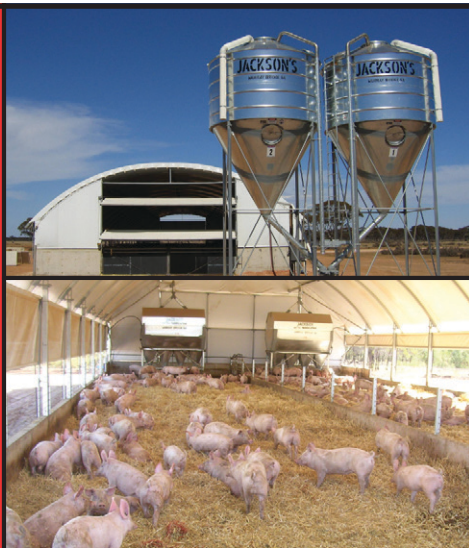
With her brother taking over their family farm, Lori went into feed sales, initially working for a company called Wayne Feeds – a decision that would ultimately change the trajectory of her life.

When asked how she and Dale met, Lori said, "I was out – like every good salesperson – developing my territory and making cold calls and I happened to stop at a farm near Easton, where I was visiting with a nice farmer about buying feed."

"I was interested in getting him to do a starter trial with his pigs and he said, 'Well,

• continued P13

- Animal Shelters
- Feeders
- Silos
- Farm Buildings





# Planet of Plenty advances agricultural storytelling, advocacy and education

from P12

I'm going on vacation, would you be willing to talk to my son about this instead?"

"I said, 'Sure, why not?'"

"As it turns out, I was visiting with Bernie Stevermer, Dale's dad, and you can probably guess who the son was that he wanted me to speak with in his place."

Married for more than 30 years, Lori said, "Virtually every day, we can wake up, look out the window and see the very spot where we first met."

## Careful resource management creates opportunities for growth

After attending Iowa State University and working in the finance industry for a few years, Dale returned to Trails End in the late 1980s.

The farm was primarily a farrow-to-finish operation, home to around 130 sows.

In 2016, Dale and Lori decided to sell the sows and convert their farrowing buildings to finishing barns, where they now grow pigs for Compart Family Farms – one of the largest family-owned swine genetics businesses in the midwestern US.

Giving up ownership of the sows, and adding a dependable income

stream, allowed the Stevermers to focus less on the farm's capital needs, which gave them time to concentrate on higher-level management of the farm.

It also expanded their operation.

At any given time, they now have around 2000 pigs on-site, which will be raised from 18kg to a market weight of 131.5kg.

"I think one of the things that we always wanted to do was to have the ability to adapt our business, and that's part of sustainability, right?"

"Sustainability isn't just about resource management, it's about business longevity too," Lori said.

"As single-family operators, there was a great deal of work involved and some disease challenges that were consistently affecting productivity, so making this switch has been significantly impactful for us," Dale said.

## Embracing technology to improve pig production

When it comes to farming, the Stevermers have long considered themselves open-minded and willing to try new things, particularly if an opportunity to improve their production procedures

presented itself.

They have adopted various science-based production practices to help manage the pigs, including bringing them indoors to protect them from fluctuating temperatures and disease, as well as utilising technology in their barns to provide a more consistent climate and improved air quality.

"Today, we use sensors and can remotely monitor temperature and water consumption, so that we can intervene sooner if there's been a change," Dale said.

Over the past several years, Dale and Lori have implemented several regenerative agriculture practices that improve soil health, such as utilising cover crops and conducting no-till practices on their 182ha, in addition to taking steps aimed at improving air quality.

To date, they have dedicated nearly 12ha to this last endeavour, setting aside seven of those for growing trees, three for buffer grasses and waterways, and 0.4ha to become a pollinator habitat.

The Stevermers are also Pork Quality Assurance Plus certified through the National Pork Board.

The PQA Plus education and certification

program is designed to help producers continually improve their pig production practices.

Additionally, the Stevermers believe strongly in the 'We Care' responsible pork initiative, which similarly focuses on food and worker safety, animal well-being, environmental stewardship, public health and contributions to the local community.

"As pig farmers, we have one of the most honourable professions in the world – we produce food for others," Lori said.

"Dale and I take that very seriously, and we want to make sure the food we produce is safe and made with respect for both the animal and the environment."

## Analysing on-farm data leads to precise more sustainable farm management

The utilisation of precision ag software has enabled the Stevermers to take advantage of yield monitoring, a technique that uses GPS data to analyse variables such as crop yield and moisture content in a particular field.

Yield monitoring allows farmers to gain valuable information about their crops and the soil health of their fields while simultaneously developing site-

specific crop management.

"The crop and animal cycle continues to become more refined," Dale said.

"Today, we're able to test the manure and quantify its nutrient profile."

"We also test our soils and, using GPS production data, we apply varying amounts of manure to the ground, depending on what is needed for nutrients."

"We balance our nutrient inputs with anticipated production levels."

"Manure has always been a valuable nutrient source but the ability to refine the application based on soil health and crop needs has become more sophisticated due to the technology we now have at our fingertips."

Dale works with a third-party verifier called Sustainable Environmental Consultants, which helps collect and analyse data to assess and track Trails End's progress towards achieving its sustainability goals.

He was introduced to SEC through a National Pork Board sustainability pilot project aimed at aggregating farm data on manure handling and usage.

SEC's verified results have provided several

continued P15



Over the past several years, Dale and Lori have implemented several regenerative agriculture practices that improve soil health.



The Stevermers are forging a path to the future with sustainability strategies and agriculture advocacy.



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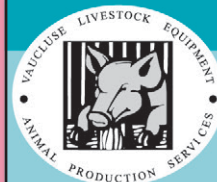
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# Planet of Plenty advances agricultural storytelling, advocacy and education

from P13  
valuable insights.

Results from the 151 operations that participated showed an average of a \$A211 per-hectare-reduction in fertiliser costs due to using swine manure and an average of 0.27 tonnes of carbon per hectare sequestered, plus an 80 percent reduction in soil erosion.

The Stevermers have used their farm's SEC reports to examine overall trends and identify areas of potential improvement.

This has led to the installation of solar panels, as well as a flow meter and control system on the farm's manure tank.

"These efforts are really delivering quantifiable information

in terms of how our practices are positively affecting things like decreased soil loss and lower greenhouse gas emissions," Dale said.

"It's something that helps not just tell a story about agriculture, I think it also lets people know that we hold commonly shared values when it comes to caring about the environment.

"We truly want to conserve natural resources and use them more wisely, and we hope it will encourage other farms to adopt similar practices."

## True pork industry advocates

When Dale and Lori aren't on the farm, and when Lori – who serves as the marketing manager for Hubbard Feeds – isn't at work,

they can often be found advocating for agriculture on state and national pork industry boards.

Dale spent seven years as part of the Minnesota Pork Board and is a past president of the organisation.

He currently serves on a research and educational advisory board for the Minnesota Department of Agriculture.

A member of the National Pork Board, Dale has also served on the board's soil health and water quality taskforce and budget committee.

Lori currently serves as vice president of the National Pork Producers Council's board of directors.

Her previous experience includes nine years on the executive

board of the Minnesota Pork Producers Association, including a stint as board president, along with various state and national committees.

"These advocacy organisations, and others like them, help generate ideas and actions on behalf of agriculture by people who care about the industry," Lori said.

"There's a famous quote that states, 'The world is run by those who show up'.

"Animal agriculture is produced by less than 1 percent of the population.

"If those of us who know farming don't show up, we risk agriculture being run by people who don't know it or, worse yet, want to get rid of it."

The pork industry is a significant contributor to the overall US economy.

In 2021, over 66,000 US pork producers marketed more than 140 million hogs valued at over \$A42.89 billion in gross cash receipts, according to the National Pork Producers Council.

The combined economic contribution from US pig production and pork processing supports more than \$A272.63 billion of direct, indirect and induced sales – and over 613,000 jobs.

Family farms such as Trails End comprise 96 percent of all US farms with hogs and account for 81 percent of the country's pig inventory, according to the 2017 Census of Agriculture

Farm Typology report.

That's one of the reasons the Stevermers are passionate about advocating for agriculture, improving pig production practices through education and showing consumers and public officials the value of farming.

"Another issue we like to focus on is reminding consumers that pork is healthy, safe and nutritious," Lori said.

Placing an emphasis on both business and environmental sustainability helps ensure the future of the industry for the next generation, who will work to meet the nutritional demands of the world's growing population.

"We need the next generation of farmers and advocates to show

up for agriculture," Lori said.

"Without them, much would be lost.

"If producers like us don't help to set them up for success, who will?"

For more information on Planet of Plenty, visit [www.alltech.com/planet-of-plenty](http://www.alltech.com/planet-of-plenty)



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