



The Hon. Barnaby Joyce MP

MEDIA RELEASE

Minister for Agriculture

Pork plans for even greater success

28 August 2014

Minister for Agriculture, Barnaby Joyce, together with Australian Pork Limited Chairman, Enzo Allara, hosted a gathering of pork producers, industry representatives and pork connoisseurs to launch Australian Pork Limited's five-year plan for Australia's pork industry.

Minister Joyce said Australian Pork Limited's 2015–2020 Strategic Plan reflected the progressive nature of Australia's pork industry and outlined the industry's vision to grow the \$1 billion a year sector.

"Consumers around the world want safe and sustainably produced food and Australia's pork industry, with its high quality, is well positioned to meet this growing demand and generate some real returns to the farmgate," Minister Joyce said.

"I congratulate Australian Pork Limited and the pork industry more broadly, for demonstrating a real passion and commitment to their industry.

"The pork industry is vital for many rural and regional communities and underpins jobs and livelihoods throughout Australia. The Coalition Government fully supports the industry and is committed to its long term future in this country.

"The focus of this new Strategic Plan is about anticipating and responding to emerging consumer opportunities and community expectations, while significantly improving pig producer revenues.

"An additional element of the Plan is to identify and expand business opportunities in new markets, both internationally and domestically," Minister Joyce said.

Minister Joyce added that Australian pork producers are some of the world leaders in animal welfare and said that all Australians can be proud of the industry voluntarily phasing out the use of sow stalls.

Australian Pork Limited Chairman, Enzo Allara, said since the launch of the last Strategic Plan in 2009, the industry had been conscious of the need to be proactive and progressive in the implementation of change so that it will bring long term benefits to consumers, community and pig producers.

"We believe the Australian community should feel comfortable in the knowledge that this Strategic Plan represents positive benefits for not only our industry but for the wider community," Mr Allara said.

Australians can feel proud of their pork industry as one which operates responsibly and ethically in the production of nutritious and affordable food.”

Among the invitees was celebrity butcher, Anthony Puharich, as host chef, who prepared a barbecue pork lunch for all guests.