

**APL Tech
Toolbox App
now available**

*PorkStar going
from strength
to strength*

**Selling pigs
traditionally
or online**

Know your APL Staff

Johanne McKiernan (Jo) Environmental Officer, Policy

Jo has joined Australian Pork Limited (APL) as the Environmental Officer, just recently, having worked across Local Government and NSW State Government sectors in collaboration with industry. Jo has work experience across both the agricultural and environmental portfolios delivering information and programs to producers as well as contributing to large industry based projects.

“Having access to relevant, accurate information and support has been really important in decision making for me personally as part of a farming family. I am looking forward to working with producers and the community involved in pork production, by identifying and addressing environmental and planning issues impacting the industry.”

Jo is located in the APL offices in Canberra and can be contacted via johanne.mckiernan@australianpork.com.au or 02 6270 8820.



About Us

Australian Pork Limited (APL) is a unique rural industry service body for the Australian pork industry. It is a producer-owned company delivering integrated services that enhance the viability of Australia's pig producers. The organisation aims to enhance opportunities for the sustainable growth of the Australian pork industry by delivering integrated marketing, innovation and policy services along the pork industry supply chain. APL pursues opportunities for the industry at both the domestic and international level.

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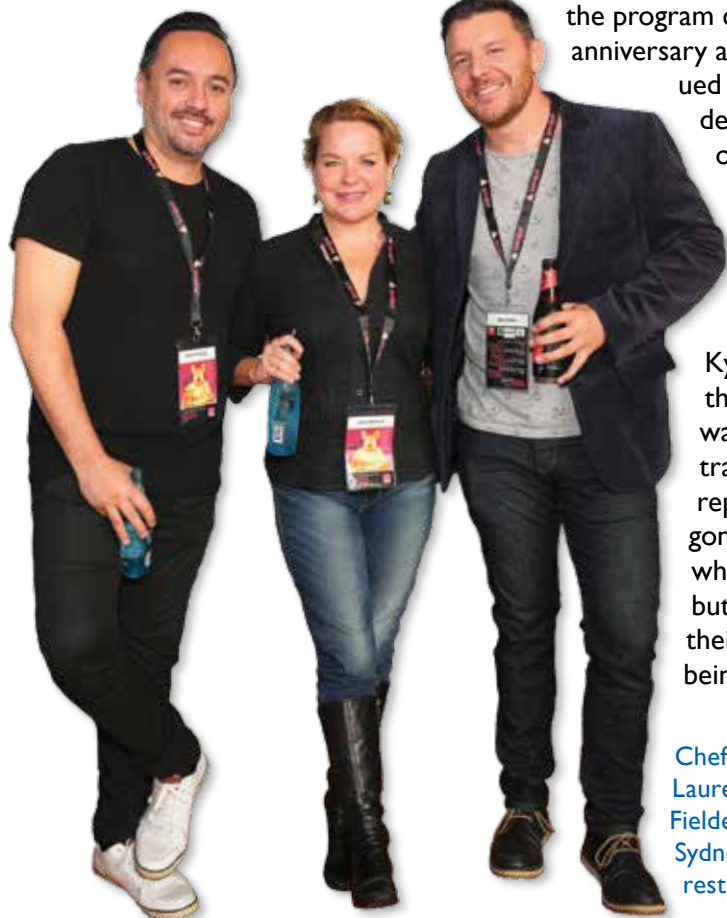
Share your pig farming stories with us by contacting Publication Executive, Elzet Vermeulen by email at elzet.vermeulen@australianpork.com.au

For information about APL Membership, call Heidi Eldridge on 02 6270 8807 or visit the APL website at www.australianpork.com.au/members.



The PorkStar Success Continues

Chefs are increasingly getting pork on Aussie forks, serving up beautiful dishes featuring cuts from nose to tail.



This is a big shift from a decade ago, when pork dishes were rarely found on restaurant menus, and is driven by the PorkStar program. Last year the program celebrated its 10th anniversary and this year it continued to promote porcine delights, using a line-up of top chefs from around the country.

Australian Pork's Food Service Trade Marketing Manager, Kylie Roberts, runs the program and said it was amazing to see the transformation in pork's reputation. "We've gone from a situation where chefs loved pork, but it was absent from their menus, to it now being an exception to

Chefs Warren Turnbull, Lauren Murdoch and Manu Fieldel catch up at PorkStar Sydney, held at Bennelong restaurant.

find a restaurant without a pork dish," she said. "This year we've had a line-up of PorkStars that has reflected a range of training and styles, but all who are respected in the industry and love their pork."

Each year PorkStar events are held around the country, including dinners, pop-ups and secret sessions. All create a buzz about pork and the creativity of chefs. "Our events celebrate chefs, how they use pork and create opportunities for them to network over delicious dishes," Kylie said.

"2016 has seen some wonderful events, featuring acclaimed chefs, amazing venues and incredible dishes. We're now finalising our line-up and events for next year and I'm excited about this next group of PorkStars."

The new PorkStar line-up will be unveiled in February next year, ahead of events around the country.

Cook Perfect Pork in just 10 minutes

Steak and vegetables is one of Australia's most popular meals, so helping consumers cook a perfect pork steak makes sense.

In April this year, Australian Pork launched a campaign to do just that. Australian Pork Limited General Manager of Marketing, Pete Haydon said research showed that while people are increasingly eating pork, there were some cuts they were less familiar with, including steaks. "Pork demand is strong and getting stronger," he said.

"But people tend to overcook pork and are surprised by how quickly cuts like steak cook."

The How to Cook campaign, featur-

ing Sydney butcher Anthony Puharich, explains how to prepare a steak that is two-centimetres thick.

"We found a method that works and has a timing that's easy to remember," Pete said.

"It's just 6-2-2. Preheat a pan over a medium-high heat. Cook it for six minutes on one side, turn and cook for a further two minutes, then remove from the heat without turning and rest for two minutes. That means it's just 10 minutes to a succulent pork steak, making it a quick and easy weeknight dinner."

The advertising for 6-2-2 has been running since April, with recall of the ads continuing to grow. "The

results so far have been pleasing, we're seeing increased awareness and trial rates for 6-2-2," Pete said.

"We're hoping people will continue to try this method and enjoy a perfect pork steak meal."

The 6-2-2 advertising continues. For a pork steak recipe see page 8 or visit www.pork.com.au for more.

Anthony Puharich.



Processor Profile: Tablelands Premier Meats



“ We are especially set up to meet the needs of hobby farmers, organic growers...”

Stephen and Dorothy Tamplin operate a licensed private full-service abattoir at Canowindra, Central West New South Wales. Tablelands Premier Meats is licensed for all red and non-red meats, and regularly processes sheep, pigs and goats, as well as chickens, ducks, turkeys and even emus!

With abattoirs generally preferring to cater for large numbers, Stephen saw a gap in the market.

“There are a lot of people who have small holdings, one or two ‘lawn-

mower’ sheep and we can cater to them,” he said.

“We are especially set up to meet the needs of hobby farmers, organic growers, market retailers, and the independent butcher trade because we don’t have a minimum number for kill runs.

“We can legally slaughter, butcher and pack the meat. Pigs and other red meat species are slaughtered, chilled and then left to hang for a minimum of two or three days to make the meat more tender.”

Producers looking to slaughter must provide their PIC, a PigPass NVD and a visibly tattooed pigs.

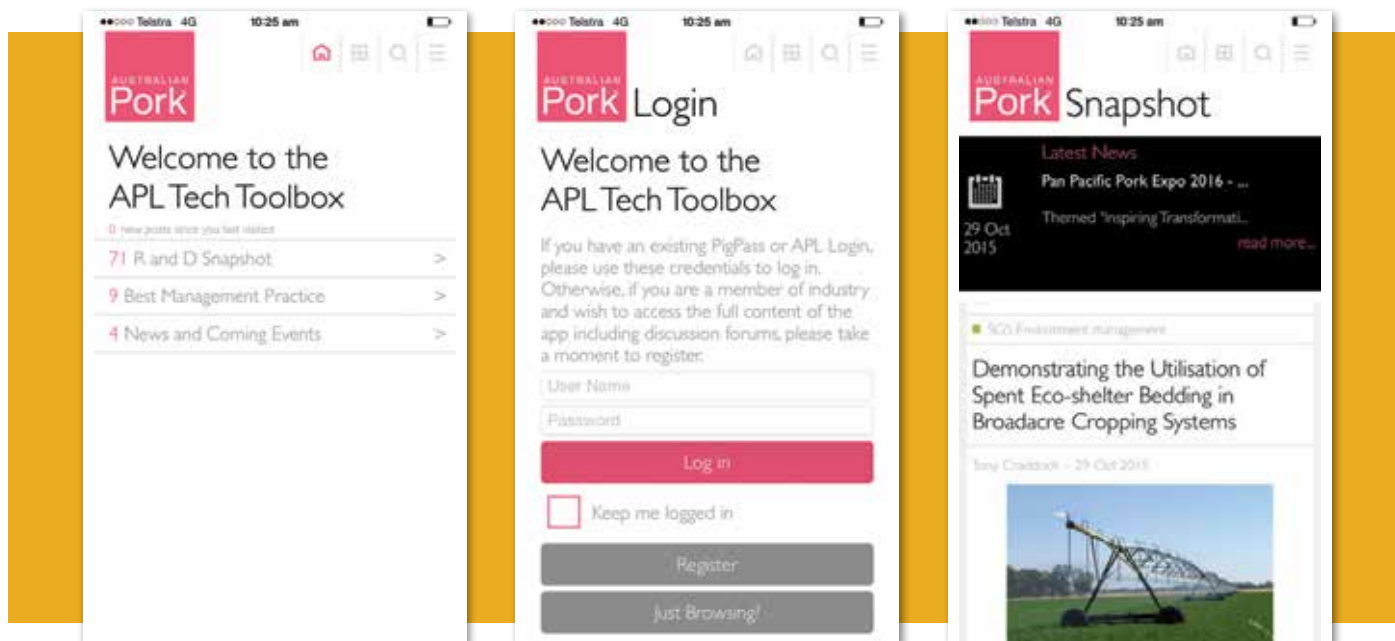
Address: 433 Pride of Oak Road Canowindra 2804 NSW

Web: <http://www.tablelandspremiermeats.com>.

If you run an abattoir and perform service kills and one-off kills for pigs, and you are interested in featuring in our next Processor Profile, then please contact James on 02 6270 8809 or at james.battams@australianpork.com.au.



The stock receival area (top) and the central process room (left).



Get the APL Tech Toolbox App

At the Pan Pacific Pork Expo, held on the Gold Coast earlier this year, the APL Tech Toolbox was officially launched. This exciting development has involved the utilisation of IT tools to assist with the dissemination of key outcomes arising from our R&D projects.

You may wonder, what is the Tech Toolbox and how can it be used? The Tech Toolbox is an App and is available for use on all Apple, Android and Windows mobile devices, i.e., tablets and smart phones. It contains all of the R&D Snapshots (that highlight the latest research outcomes that are also distributed fortnightly to producers in the APL Communique), Best Management Practice information (including manuals, facts sheets and guidelines) as well as upcoming events and news.

Once the App has been downloaded, the information contained within it can also be accessed without the need for an internet connection – very handy when you are out and about and wanting to access some information. Each article contains contact details for the APL R&I Program Manager, so if you want further information, including the full final report, we can be easily contacted from within the App.

“ We envisage that the use of this App will assist with making our information more accessible to you. ”

Events can also be easily added to your calendar by clicking on the icon within the events section.

Users may also like to comment

on articles within the App. Those that already have an online PigPass username/password will be able to log in using that. If you don't have a PigPass login there is a registration page to fill in.

To find the Tech Toolbox, go to either the App Store (for an iPhone) or to Google (for Android devices) and search for 'APL Tech Toolbox'. If you log in, you are also able to leave comments about a Snapshot or our R&D. The App will be regularly updated as new information and outcomes become available – we look forward to your feedback.

If you would like any further information about the Tech Toolbox please contact Ashley Norval on 02 6270 8823 or at ashley.norval@australianpork.com.au.

Redeveloped ProHand™ Now Available

ProHand™ Pigs and ProHand™ Abattoir training programs have been redeveloped and now freely available for all of the pork industry to complete.

Stable and easy platforms for effective delivery have been used to

provide integrated programs that target pig welfare and stockperson attitudes across the whole pork supply chain.

Supported by Dr Temple Grandin, an internationally respected leader in animal welfare science, these

training programs are available for individuals to complete online (rather than having to attend a course run by a facilitator). For login details or further information please contact Ashley Norval on 02 6270 8823 or at ashley.norval@australianpork.com.au.

The Steaks are High: Do You have Australia's Best Pork?

Australia produces great tasting, quality pork and we're on a quest to find the best. **The Steak Your Claim** competition is set to return next March, with prize money of \$10,000 up for grabs.

Australian Pork Limited's General Manager of Marketing, Pete Haydon, said the competition was seeking to find the best pork. "We're looking for a product that impresses across a range of criteria, including flavour, appearance, texture and aroma," he said.

"We hope we'll find a product that also has a great story, and is marketable both domestically and internationally."

A judging panel will critique the entries across a number of criteria.

These will include assessing the raw pork's colour, muscle to fat ratio and marbling, plus the cooked product for aroma, flavour, tenderness, and juiciness. "We need the product to be great both when it's raw and when it's cooked," Pete said.

"We're finalising the terms and conditions for next year's competition, but we will be looking for pork produced by one of our members. We are also looking for a producer willing to be prepared to be helped through the APIQ[®] accreditation process. However, we are happy to take feedback on those proposals and get your thoughts."

The competition should be seen as an opportunity for feedback

on your pork. "We're putting our entries in front of judges with years of food service experience and you'll be able to learn what they think of your product," he said.

"This competition not only offers attractive prize money, but potentially many other opportunities, including expanded awareness of your product outside of your current market."

All entries will receive written feedback on their product. Producers may enter a maximum of three entries.

To register your interest in participating in the competition, please email steakyourclaim@australianpork.com.au.

Sales Avenues in the Digital Age

By Meaghan Clack, Corporate and Social Media Executive, meaghan.clack@australianpork.com.au / @Australian_Pork

Gone are the days where farmers have no other option to travel far and wide to sell their livestock, feed and supplies. No longer do people need to make the adventure to a saleyard to buy a pig. The age of buying pigs online is well and truly here.

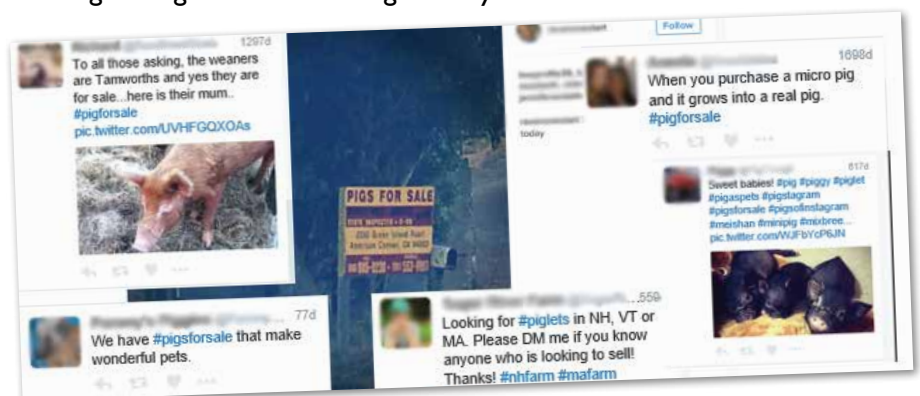
For rookies in the industry or those people looking for a family farm pig, this seems very convenient. For experts and some established producers, this is cause for concern. There is the potential for more people to participate in the pig industry, in non-traditional ways and certain information needs to be available.

Whether participating online or not, everyone buying, selling or moving pigs need to be aware of the chang-

ing trade environment. There are new challenges and responsibilities for everyone, online or at the saleyard. For example, as of 1 July 2017, it will be mandatory to report all movement of pigs via PigPass. Until now it has not been compulsory and people may have been getting by without it. But those established in the pig world will need to be aware their legal obligations have changed.

Regardless if you purchase your pig online, at a farm gate or at a saleyard, the process and responsibility are the same. Everyone needs to be aware of their legal, biosecurity and animal welfare responsibilities.

If you are purchasing a pig through an online forum or are new to the world of pigs, there are a few things you should be aware of.



Are you prepared?

Have you asked for any health records of the animal? This could help you identify any illness or diseases and pests that you could inherit with your new animal. Have you read the Biosecurity Manual for Pork Production? This manual contains information and specific procedures for all pig farmers to follow to help reduce the risk of disease entering a property, spreading through livestock and or being passed to surrounding properties.

Have you read the Model Code of Practice?

The Model Code of Practice for the Welfare of Pigs outlines minimum standards for the welfare of pigs on farms. The Code provides a foundation for animal welfare legislation, and has been regulated in each state, making it legally enforceable. You can order a booklet version or download a free pdf of the Model Code of Practice from the CSIRO (<http://www.publish.csiro.au/book/5698>).

Did you see the pests and disease sneak in?

On farm biosecurity is crucial in preventing the spread and establishment of disease. When you welcome a new animal onto your farm, you could accidentally be welcoming a whole range of diseases and pests. Remember to quarantine the new pig for the first month to see whether it shows any symptoms of disease and get rid of any plant seeds in its system before introducing it around the farm.

If you are concerned about your pigs' health, call the Emergency Animal Disease Hotline – 1800 675 888 for advice.

So you bought a pig or two...

- 1 Do you have a property identification code (PIC)? This is a legal requirement in Australia if you have any livestock at all. Contact your Department of Agriculture or Primary Industries and get yourself a PIC.
- 2 Do you have (or need) a tattoo or brand? In all states, pigs over a specified weight or age must be branded before being moved off your property. This includes movements to another property, to the saleyards, to a showground, and to the abattoirs.
- 3 Register for PigPass (www.pigpass.com.au). Whether you have one pig, 20 pigs, a pet pig or a Christmas pig – the PigPass system still applies to you. As of 1 July 2017 next year, this will be part of your legal obligations under the relevant state legislation.
- 4 Print an electronic PigPass National Vendor Declaration (PigPass NVD) once your PigPass registration has been approved. You can download and complete a NVD up to five days before pigs are due to be moved, and it is free. Alternatively you can order and pay for a NVD book online.
- 5 Move your pig! A PigPass NVD slip must accompany all movements of pigs during their transportation between the owner and the receiver.

If you have any questions about PigPass, visit the website www.pigpass.com.au or call 1800 001 458.

If in doubt about buying, selling or moving your pigs, call your Department of Agriculture or Primary Industries, Local Land Services (NSW only), PigPass (1800 001 458) or Australian Pork Limited to be pointed in the right direction.

Grilled Pork Loin Steak with Scalloped Potatoes

Cooking time:
60
minutes

Serves:
4

Ingredients:

4 lean pork loin steaks
1 tablespoon oil
Salt & pepper to taste
Potatoes
800g dutch cream potatoes,
peeled & finely sliced
1 leek, washed & finely sliced
1 large onion, finely sliced

1½ cups chicken stock
2 cloves garlic, thinly sliced
300ml light cream
1 cup grated matured cheese
2 tablespoon parsley, finely
chopped

To Serve:

Garden salad



Cooking Instructions:

- 1 In a medium baking dish layer the sliced potato, leek and onion.
- 2 Combine the chicken stock, garlic and cream, and carefully pour over the potatoes.
- 3 Sprinkle over the grated cheese and bake potatoes in the pre-heated oven 180°C for 50 minutes until potatoes are tender and cheese is golden.
- 4 Brush the pork scotch fillet steak with a little oil and season with salt and pepper.
- 5 Pre-heat the griddle pan for 1–2 minutes over a medium heat.
- 6 Place the pork steak in the griddle pan and cook for 6 minutes, turn the steak and cook for a further 2 minutes. Remove steak from the pan and rest in a warm place for 2 minutes.
- 7 Place the pork steak onto a warm serving plate and using a large spoon or round cutter place the scalloped potato alongside. Garnish with chopped parsley and serve with a little gravy and a salad on the side.

Notes: Pork loin steak may be replaced with pork scotch fillet steak, pork fillet medallions or pork leg steaks.