You won’t find a purer and healthier pork anywhere in the world.
Who is Australian Pork Limited?

Australian Pork Limited is the industry association for pig farmers in Australia. The key role of the organisation is to enhance opportunities for the sustainable growth of the Australian pork industry both within Australia and overseas.

Australian Pork Limited works very closely with its supply chain partners from the farmer through to the retailer and restaurant to identify and take advantage of these opportunities. Australian Pork Limited and its supply chain partners understand that the needs of the Chinese market and its consumers may be very different to our existing markets.

By working closely with industry associations such as the China Meat Association and China Cuisine Association, we aim to ensure that the products we are offering meet the specific needs of various Chinese consumer groups, restaurant, supermarkets and wholesalers.

Another key role of the organisation is managing a number of industry based quality assurance programmes to ensure that any pork product that Australia exports, is of a consistently high quality in terms of flavour safety and animal welfare and delivered as part of a seamless supply chain system.

China and Australia

Sharing a long and successful history as trading partners since the 19th Century, total trade between China and Australia is valued at more than AUD 160 billion today. This important partnership will continue to grow into the future with the ongoing implementation of the historic China-Australian Free Trade Agreement in 2015.

The Australian pork industry has over 1,800 producers who grow and sell around 5.2 million pigs annually from a breeding herd of around 285,000 sows. This equates to approximately 380,000 tonnes of pig meat production annually, which is sold as fresh pork or further processed into products such as ham and bacon, with a gross value of production totalling approximately AUD 1.2 billion.

Whilst there is currently no trade protocol between the two countries for the importation of fresh Australian pork into China, many parties in China have shown an interest in importing Australian pork. Australian Pork Limited has already started to engage various Government and industry stakeholders both in Australia and China to build a platform for the development and agreement on a set of protocols for Australian pork.
What are the Quality Programmes behind Producing Australian Pork?

APIQ Quality Assurance Program

The Australian Pork Industry Quality assurance program (APIQ) requires that each producer undergoes an annual audit by an independent auditor who checks their compliance to more than 120 performance indicators.

These include farm management, food safety, biosecurity and animal welfare. Biosecurity protocols are also well established throughout the Australian pork supply chain. On-farm biosecurity practices are detailed in the National Farm Biosecurity Manual for Pork Production.

PigPass, Physi-Trace Traceability Systems

Australia is a world leader in providing a traceability system from the farm to the end user using two systems that have been proprietarily developed.

- PigPass is a pig movement traceability system providing real time data on the movement of all pigs in Australia.
- Physi-Trace is a scientific system based on the use of trace elements and isotope profiles, to track and isolate the original source of the pork that we supply to your country down to a region and farm level.

PorkScan Technology

Quality attributes such as fat levels and muscle content have been difficult to determine objectively and easily prior to processing. Australia’s PorkScan technology enables producers to maximise pig carcass quality and yield, reduce waste and achieve cost savings and efficiencies through accurate identification of pigs at their prime for specific cuts.

FeedSafe Feed Safety Quality Assurance Accreditation

Australia has a unique feed safety quality assurance accreditation program which applies to all commercially produced animal feed. The use of ‘swill’, or feed that has come in to contact with meat or meat products, including used cooking oil of animal origin (e.g. tallow, lard) is banned.

Segregation

The Australian pig industry has the capability to segregate pigs for specific markets. Producers are able to embed preferences for ractopamine-free production, castration and immunocastration into their quality systems.
Strategic alliance to create commercial demand for protocol consideration

APL is willing to form strategic alliance with parties in China who have the influence and linkages to build commercial demand for Australian Pork leading to Government protocol consideration. These alliances may come in the form of strategic networking, research, education and technology transfers with specific end goal of securing import protocols.

If you are a meat importer and you intend to have a head start, contact APL or any of the exporters listed in this brochure for private and commercial discussions.

Commercial partnership

Australian exporters are keen to understand the requirements of the Chinese consumer. Meat importers in China who would like to have a head start to establish a relationship with Australian exporters are most welcome to contact APL or any of the exporters listed in this brochure for private and commercial discussions.

Foreign collaboration and investments

Australian pork industry is small in contrast to the rest of the major pork producing countries. However, we are always looking to expand our supply base and supply chain both domestically and internationally.

What are the Opportunities?

What Makes Australian Pork Special?

You won’t find a purer and healthier pork anywhere in the world.

The Australian pork industry is a world leader in the production of healthy and safe pork. Backed by stringent on-farm quality assurance systems and an integrated food production system. Australia has been free of major diseases that are prevalent in other developed countries for more than 150 years. When you eat Australian pork, you are assured of only the best.
Australian farmers and their supply chain partners are very aware that Chinese consumers have high expectation of pork and freshness is top priority. Many importers and consumers are unaware that Australia has been airfreighting chilled fresh pork to Asia for more than 16 years.

This ensures high quality product delivered on time and fresh to restaurants and supermarkets. Airfreighted pork in Singapore has been judged by consumers to be of the highest quality.

Australian farmers and processors are experts at airfreighting chilled fresh pork to Asia.

Australian farms are in pure clean environments well away from cities and pollution.

Isolated from the world by the Pacific, Southern and Indian Oceans, Australian pigs are blessed with constant access to pristine air and water. Our pigs are grown using a variety of environmentally and welfare friendly systems far away from cities and pollution. Australia has 2 world leading QA systems ensuring quality and traceability. Every pig movement is registered and can be traced from paddock to plate or from Australia to China.

Australian Pork is versatile with a product for every occasion as well as a diverse range of tastes and textures.

The Australian pig industry continually invests in innovation to meet the needs of consumers.

Australia has a strong farming heritage. Our pig farmers are experts in growing a wide variety pig breeds in a variety of conditions. Australia’s pigs are grown in a diverse range of geographical areas with diverse climates and soil type as well as a variety of feed regimes resulting in distinctive flavours, textures and colour across a variety of breeds.

Together with their supply chain partners, farmers have the ability to offer a diverse range of pork products to meet the needs of various and discerning Chinese consumer groups and food supply channels including retail and food service.

Australian farmers and processors also respect and value the whole pig including offal.

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The Australia pig industry is continuously investing in product innovation to develop a unique type of pork suitable for select premium markets and high-end restaurants in major Chinese cities.

Depending on the nature of your business, you can team up with an Australian pork exporter who can arrange a farm to produce a unique piece of pork for your discerning food service and retail consumers.

And if offal is a delicacy, you can be sure Australian processors will get it to perfection for you.
Our Supply Chain Partners
B.E. Campbell is a proud family owned and operated Australian Company, established in 1969 by Bruce Edward Campbell. The company is currently under the stewardship of Managing Director Ted Campbell.

Over the many years in business B.E. Campbell has developed a diversified food supply business with a specialisation in processing and value added products. B.E. Campbell has grown to be one of Australia’s largest pork processing facilities, with a throughput of around 10,000 pigs per week.

Due to considerable and continual expenditure on infrastructure the company has been able to provide its customers with high quality and efficiently produced boned pork under export certification. Our success has come from a strong relationship with our pork producers and working with our customers in growing the profile of Australian pork domestically and internationally.

B.E. Campbell’s commitment to excellence has seen the company develop many overseas markets as well as growing a very strong domestic customer base, including major supermarkets, smallgoods manufacturers and foodservice companies.


don® is the most famous processed meat brand in Australia. Since 1947, the DON® name has been synonymous with ham, bacon and sausages Australia-wide. This recognition stems from a passion and dedication to quality, first instilled by Australian butcher R.J. Gilbertson.

Out of a small Essendon store in Melbourne he began producing a range of processed meats that stayed true to the curing tradition of Smallgoods found in Europe, and through this steadfast commitment to quality his business became one of the biggest names in the Australian food landscape, DON®

Today DON® is one of Australia’s largest Smallgoods manufacturers, proudly producing our award winning hams, bacon, salami, franks and continentalsa from our Castlemaine site in Victoria. We’re a leading regional employer and proud of our long heritage and enduring commitment to the tradition of the Smallgoods we produce.

Not only do we use raw meat inputs from around the world to create our famous products, we also own and manage a vertically integrated supply chain in Australia from pig farms, through our slaughter house, and right into our state of the art  44,500 m² processing facility in the regional Victorian town of Castlemaine – the largest processed meat facility under one roof in Australia. This means we can control product quality and consistency right from the start of the production process to the final product.

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From a humble butcher shop to an Australian institution

The Primo story began in a Sydney butcher shop operated by Hungarian migrant Andrew Lederer in 1957. Drawing on the authentic, traditional recipes of his homeland, he quickly established himself as leading purveyor of continental delicacies like sausages, smoked hams and salamis. Word spread and demand soared, and soon Lederer was on his way to establishing Australia’s largest producer of ham, bacon and smallgoods.

Right from the beginning, Lederer strove to improve and modernise his production facilities by investing in the latest manufacturing technologies. Today, Primo is unique for owning and operating abattoirs, manufacturing plants, packing facilities and distribution warehouses, allowing us to maintain the highest level of quality control in the industry. Primo customers know that they get the highest quality products with every purchase.

Since the earliest days of the business, Lederer steadily built his empire by buying up neighbouring butcher shops in Sydney. With a successful network established, the Primo brand was launched in 1985, taking its name from the Italian word for “Number One”.

Soon, the company relocated from its original Homebush facility to new purpose-built premises at Chullora – the most modern, innovative high tech meat processing facility operating in the Southern Hemisphere. Increasing demand saw this facility expanded, and with the purchase of more facilities in NSW, Victoria, Queensland and South Australia, Primo was firmly established as a national brand.

Today, Primo is Australia’s largest manufacturer of ham, bacon, salami and deli meats, supplying quality smallgoods to major retail groups across Australia. And we still do it with the same traditional recipes and high standards that Andrew Lederer did back in 1957.

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Based in the rolling hills of Linley Valley, just outside Perth on the west coast of Australia, Linley Valley Pork was established in 1999.

Originally established as a processing facility, the business added its first farm in 2008. Soon after it acquired two more operations including the stunning, picturesque free range farm which is nestled in the foothills of the Porongurups close to Albany on the south coast of Western Australia. The business has grown to be the largest vertically integrated farmer and processor of pork in Western Australia. The business supplies all the major multiple supermarkets as well as being the dominant supplier to Perth’s large independent retail and butcher trade.

Linley Valley Pork is currently Australia’s largest exporter of fresh pork to Singapore. Shipments are made each day to the largest importer wholesalers and sold throughout the fresh market, retail and food service trade.

Linley Valley Pork is currently in the middle of an aggressive investment program, designed to take advantage of local and international demand for its pork meat. An investment in a new processing and value adding facility will be completed in July 2017 and the business is finalising a major investment in its farming operations, which is due to open up more volume supply from 2018 onwards.

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Rivalea is one of Australia’s leading integrated food and agricultural companies. Located in the Murray River region of Northern Victoria and Southern New South Wales, Rivalea produces and distributes branded, private label and commodity pork products to supermarkets, restaurants, butcher shops and wholesalers both across Australia and to niche markets around the world.

The cornerstone to the Rivalea business is its high level of integration. Rivalea controls all aspects of production, processing and distribution. In doing so Rivalea prides itself on being a customer focused food company that meets the needs of consumers with quality products and services.

Rivalea owns and operates purpose built abattoirs, boning and packaging facilities at two locations, Corowa, New South Wales & Melbourne, Victoria. The processing and packaging operations are export accredited and backed by audited and monitored food safety and quality programs.

Rivalea has an extensive network of farms. Pigs are produced for both domestic and international markets. Management of the livestock operations ensures optimum conditions for breeding and rearing as well as control of all key decisions. A dedicated team focuses on raising and caring for every pig.

Rivalea supplies all of the nutritional and feed requirements of its own integrated pork production system as well as many dairy farmers, rural retailers and other feedmills.

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