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Share your pig farming stories with us by contacting APL's Membership and Communication Services Executive, Elzet Vermeulen at elzet.vermeulen@australianpork.com.au or on 02 6270 8814.

For information about APL Membership, contact Rachel Blake at rachel.blake@australianpork.com.au or on 02 6270 8807, or visit the APL website at www.australianpork.com.au/members.

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.

Know your APL Staff

Tenita Campton, Marketing Coordinator – PorkMark

As the Marketing Coordinator for the PorkMark program at APL I have enjoyed a huge 2018! The focus for the first half of this year was the advent of mandatory Country of Origin Labelling (or CoOL). My job was to make sure our PorkMark licensees, butchers and wider industry were ready for the changes. Despite the laws changing on 1 July, I am still happily helping businesses become compliant.

I also oversee the PorkMark Awards for Australian Bacon and Ham. Coordinating hundreds of entries, managing four judges and ringing lucky winners is one of the best parts of my job... Oh and getting to taste the best bacon and ham in the country too!

Being raised in a rural area and then moving to Armidale to study, Australia's agricultural industry has always been something I am passionate about. We are working hard in our team to raise awareness of imports in ham, bacon and smallgoods, and are focused on getting consumers to understand how to read labels and look



for our pink Australian Pork logo. Check out our website, porkmark.com.au. if you'd like to learn more about what we do .

I am your go-to for anything PorkMark related, whether that is licensing sign ups or renewals, ensuring branding guidelines are met, or creating awareness around buying products made with Australian pork.

If you need anything PorkMark related please feel free to give me a call our toll-free number, 1300 PORKMARK or shoot me an email at tenita.campton@australianpork.com.au – I am here to help!



'Get Some Pork on Your Fork' advertising campaign intensifies

The 'Get Some Pork on Your Fork' tagline continues to be successful and APL's advertising campaign is intensifying into the new year.

An aggressive advertising strategy has been approved by the Board, with additional investment between September and Easter.

"We've stepped up the campaign to help continue building demand for pork," said General Manager of Marketing, Peter Haydon.

"The Board has approved additional investment that includes vital occasions like Christmas and Easter, plus Chinese New Year. Roasts with crackling and beautiful Australian hams are perfect festive foods, making this an obvious opportunity for us, and Chinese New Year and

Easter coincide with the traditional production peak."

The Board also approved additional investment in Western Australia, with an additional media spend matched by local producers now underway promoting roast versatility through TV and radio activity.

"This aims to tackle the current hardship that's a result of the oversupply in the West, that is also exacerbating the national situation," Pete said.

"The APL investment is receiving a significant boost to return on investment due to the commitment from the WA producers."

Overall campaign recall for APL is sitting at an all time high, driven out

of a lift in both TV and radio recall. The advertising continues to focus on nutrition and versatility.

"We have worked hard to come up with an advertising strategy that reflects our business objectives and continues to grow demand for Australian pork," Pete said.

"We know some producers would like to hear more about exactly where we're advertising and when, but we need to be cautious, as publishing specific timings and details means our competitors – who can easily outspend us – may do just that."

Producers who want to know more about the advertising schedule should call Pete Haydon on 02 6270 8847.

Bedford Park Pork backs school success

Community spirit has triumphed over size with St Lawrence State School taking out the Queensland P&C of the year.

The small Queensland town, north of Rockhampton, has a population of about 150 and just nine students, but they're working hard to ensure those students get every experience they deserve.

Pig producer, Viv Coleman, Bedford Park Pork, is part of the P&C and donates pork for fundraising events, which include weekly catered lunches, events during the St Lawrence Wetlands Weekend, plus cultural events.

The P&C determines how funds will be used before they're raised, with proceeds going to projects like

school camps and travel for swimming lessons.

Congratulations to Viv and the St Lawrence community on the P&C of The Year title!

If you're a producer with a good news story to share, why not drop us a line at rachel.blake@australianpork.com.au.



African swine fever – producers should take additional care

Most producers are by now aware that African swine fever (ASF) outbreaks have occurred in China and Belgium. The risk of ASF getting into Australia is now very real.

The United Nations Food and Agriculture Organisation (FAO) met with all the Asian countries and learnt that many of them are not prepared for an ASF outbreak. The trade of pork and pigs from China will accelerate the spread of ASF to these neighbouring countries. Each movement is one step closer to Australia.

ASF is subject to statutory notification in Australia and internationally. If Australia ever has an ASF outbreak, all export markets will cease immediately.

The major sources of contamination are likely to be:

- swill feeding of infected pork products. ASF can last 1000 days in frozen pork and survives when pork is cooked, smoked and dried. ASF's ability to survive through processing is particularly concerning and thought to be the reason for its spread through Europe, Russia and China
- bodily fluids such as blood, urine, saliva, mucus and faecal matter
- feed and feed ingredients of organic origin
- pet food and pig ear dog chews
- bites from ticks, lice, flies or from contaminated syringes
- contaminated water, clothing, footwear, vehicles, equipment, soil and wildlife can also spread the disease.

What is African swine fever (ASF)?

ASF is a highly infectious and contagious viral disease of domestic and wild pigs of all breeds. ASF is usually fatal in infected pigs – there is no effective vaccine or treatment available. Control requires the eradication of all domestic and feral pigs in the affected area.



Some clinical signs of ASF virus infected pigs. Source: CSIRO Australian Animal Health Laboratory.



If you are concerned about ASF, or if you suspect your pigs have a disease, please:

- contact your vet immediately or
- call the Emergency Animal Disease hotline on 1800 675 888

For more information

- A fact sheet has been prepared by APL and is available on the [APL website](#)
- The Department of Agriculture and Water Resources ASF webpage "Keeping African swine fever out of Australia": www.agriculture.gov.au/pests-diseases-weeds/animal/asf. includes information on passengers returning from overseas and for online purchases (e.g. pig ear dog chews).

What you need to do?

Spread the word: do not feed swill to pigs

This includes moist and dry pet foods. Imported pet food being sold into the pig feed supply chain or directly to pig producers can present a significant biosecurity threat to your pigs.

Review your biosecurity arrangements:

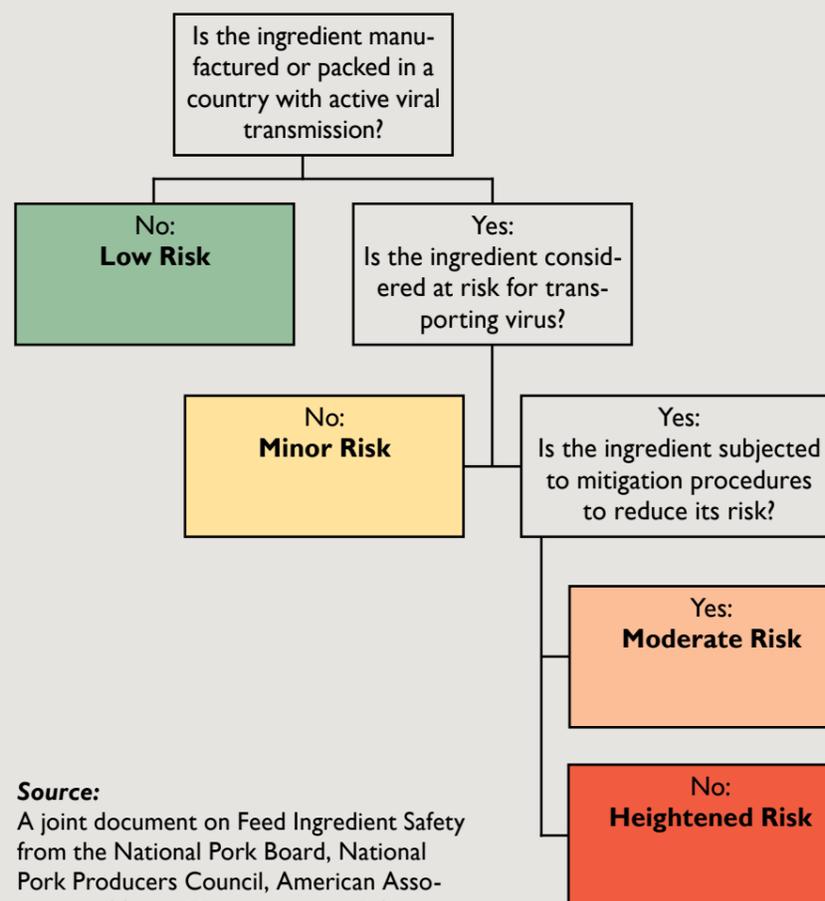
- impose a quarantine period of at least seven days for workers returning from overseas and for international visitors
- limit farm visitors, maintain visitor records and confirm they meet your biosecurity requirements (see APL factsheet for more detail) and

- ensure there is biosecurity training for all farm staff.

Be cautious with your feed:

- consider feed and feed ingredients and/or their packaging that may have been sourced from ASF positive countries (many of the additives included in pig diets come from China)
- if you do not know where all your feed ingredients come from, ask your feed supplier
 - the below ingredient decision tree¹ may be helpful.

Feed ingredient decision tree



Source:

A joint document on Feed Ingredient Safety from the National Pork Board, National Pork Producers Council, American Association of Swine Veterinarians, and Swine Health Information Center. View online at <https://www.swinehealth.org/wp-content/uploads/2018/09/Feed-Ingredient-Safety.pdf>.

A reminder about swill feeding

Swill feeding is considered one of the biggest biosecurity threats to Australia's pig industry. With ASF currently posing a real threat to Australia, it is important for everyone to understand what swill feeding is so they can ensure it doesn't get on the menu of Australian pigs.

Some examples of swill include, but are not limited to:

- foods scraps
- bakery waste
- pet foods (both dry and moist)
- waste from restaurants, and
- used, untreated cooking oils and fats.

Exceptions include:

- milk or milk products of Australian origin or that have been legally imported for stock-feed use
- rendered and commercially manufactured meat meals produced in accordance with the Australian Standard for the Hygienic Rendering of Animal Products (see: <http://www.publish.csiro.au/ebook/download/pdf/5666>), and
- feed that has been approved in writing by the relevant authority within the State or Territory Government.

Swill is defined as food scraps or food waste that either contains or has come into contact with meat or meat products. It can carry viruses that are not found in Australian livestock.

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Victorian producers: changes to planning requirements in place

As of 21 September, there are new planning laws in place for Victorian pig farmers. Big or small, pig farmers need to be aware of the new requirements that may affect piggery planning approvals.

Planning requirements needed to reflect that there are now less of the larger, more intensive production operations and more of the smaller, less intensive operations. Farmers will now have greater flexibility to make farm decisions, manage risks and respond to opportunities and innovation.

What is changing?

There are new land use terms and definitions, including the definition of a 'pig farm'. Associated planning controls for animal industries are also now part of Victorian Planning Provisions including all local planning schemes in Victoria. This includes risk-based planning controls for 'Low Density Mobile Outdoor Pig Farms'.

Simplified planning processes have been introduced to support outdoor pig farms that operate with low environmental and amenity risks and there is greater guidance for local government assessing planning applications.



The details:

- all pig producers require a permit
- a simplified application process is available, if the below conditions can be met:
 - the number of pigs does not exceed 150 sows or 1,000 standard pig units
 - the stocking density does not exceed 12 SPU/ha
 - a nutrient management plan that demonstrates pigs are kept outdoors on paddocks with:
 - a minimum of 50 per cent ground cover
 - mobile housing and feeding infrastructure that is relocated at least every three months
 - any area used as a pig range, including associated buildings and works, is setback a minimum distance of:
 - 100 metres from a building used for a sensitive use
 - 400 metres from land in a residential zone
 - the boundaries of the pig paddocks are at least 30 metres from a waterway declared under the Water Act 1989.
- If the conditions as specified in the streamlined process cannot be met, the standard application process is required under the [interim Pig Farming Planning Practice Note](#).

Contact Grantley Butterfield, Policy Manager Planning and Environment on 02 6270 8820 or at grantley.butterfield@australianpork.com.au.

For more information visit:

<http://agriculture.vic.gov.au/agriculture/livestock/2018-planning-reform>.

Government support available:

The Victorian Government is providing the following support to implement the reforms:

- A \$450,000 support program for small pig and poultry farms will include workshops and grants to help producers prepare their planning permit applications. More information will be posted on the Agriculture Victoria website soon.
- Guidelines to assist in interpretation of the land use terms grazing animal production and intensive animal production are available on the Agriculture Victoria website
- A planning practice note is available on the Victorian Government's Department of Environment, Land, Water and Planning website. The specific Pig Farming Planning Practice Note is will be available on the same website shortly

The government undertook extensive consultation and APL was on the references groups that were established to consider how the planning system should balance the needs of producers and community.

A reminder about swill feeding

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Swill is a "Prohibited Pig Feed". It is illegal in Australia for all classes of pigs, including pet pigs, hobby pigs, and pigs kept on your properties for personal consumption.

Strong penalties may apply to anyone:

- feeding swill to pigs
- allowing pigs to access to swill
- storing swill at a place where one or more pigs are kept, and
- collecting and or supplying swill to be fed to pigs

Some pig owners may not know or understand the potential dangers of swill feeding, while others may view it as something they have always done, harmless, and "a good way to recycle food waste".

An outbreak of any exotic virus would devastate the Australian pig industry. Remember, swill feeding is believed to have caused the 2001 UK FMD outbreak.

A 2013 report by ABARES estimates that an FMD disease outbreak would cost Australia over \$50 million over 10 years.

If you're worried about accidentally

swill feeding, remember to:

- source feed that has been prepared under a quality assurance program like FeedSafe®
- ask for a vendor declaration from your feed supplier so you have documentation showing pigs have not been fed any contaminated substances.

For more information visit:

- <http://www.farmbiosecurity.com.au/livestock/pigs/feeding-your-pigs/>
- APL's "Swill Feeding – it's illegal" fact sheet: https://australianpork.com.au/wp-content/uploads/2013/09/FACT-SHEET-Swll-feeding-its-illegal_2013.pdf.

Boosting drought relief for farming families

The Australian Government has announced a Farm Household Allowance (FHA) boost to help farming families and their communities get through the current drought and other hardships.

The FHA provides a fortnightly payment totalling around \$16,000 a year to help farming families in tough times to put food on the table. Farmers do not need to be in drought to receive FHA payments.

An extra \$5 million dollars will be invested in the RFCS to provide additional free support for farmers – particularly those applying for the FHA for the first time.

There is also an increase for the temporary FHA assets test between 1 September 2018 and 30 June 2019. Now, farmers who have up to \$5 million in net assets locked up in their farms can also apply for FHA



“An extra \$5 million dollars will be invested in the RFCS to provide additional free support for farmers”

from 1 September 2018. The temporary increase will be in place.

The Government's \$190 million of immediate relief measures also includes additional support for mental health services and community organisations.

Farmers can find out if they qualify

for new lump sum payments by calling the Farmer Assistance Hotline 132 316 or by visiting <https://bit.ly/2npwXYx>.

Farmers are encouraged not to self-assess but to seek guidance from a rural financial counsellor. Access this free service by calling 1800 686 175 or by visiting agriculture.gov.au/rfcs.

Share the Aussie pork story easily with these key facts

While we can tell people about the Aussie pig industry, there is a power in putting a face to a story. Our people are our industry's most important asset on and off the farm. It is important that producers can talk to others about themselves, and how important the pig industry is to Australia.

To help, APL has developed a small factsheet with key messages to help our producers talk to others – whether talking to family, friends, colleagues, or strangers. You can download a printable version at <https://bit.ly/2MU7JxI> or contact APL to have hard copies sent to you.

This ties into APL's purpose – to enhance the viability of pig producers and to provide leadership and guidance for levy payers. As part of our response strategy to the current pork price issue, we set several objectives for 2018 to drive Australian fresh pork sales and benefit the sector:

- profiling and enhancing the reputation of Australian pork both nationally and internationally
- communicating the pig to plate story more effectively to consumers, and
- raising the profile of people working in the pork industry.

Transparency also must remain the cornerstone of everything we do and our commitment to this remains unwavering. So while APL is out there providing information to garner support for the industry, you are armed with the same information to showcase your industry too.

If you require further information or need assistance on how to talk to anyone in particular, media or your local government representatives, contact Deb Kerr, General Manager Policy on 02 6270 8803 or email deb.kerr@australianpork.com.au.



The benefits of being an APL member

Not yet an APL member? Make sure you sign up today to ensure that you are getting the benefits you are entitled to.

One of the benefits is full voting rights at the next delegate nomination process in 2019. Being a

levy paying member means you can nominate and vote for a like-minded person who understands your production style and its challenges. Your delegate can represent you directly to the APL Board and management to ensure your voice is heard.

For more information on membership contact APL's Events and Membership Executive, Rachel Blake on 02 6270 8807 or at rachel.blake@australianpork.com.au.

For your online application form visit <https://bit.ly/2QyAxkK>.