

Australian Pork Limited

AUSTRALIAN
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September 2021



Request for proposal Terms of Reference Health 4 Wealth Program

Subject:	Development and implementation of a national animal health and disease extension and adoption strategy
Project:	Rural R&D for Profit Project - <i>Enhancing supply chain profitability through reporting and utilization of peri-mortem information</i> (Health 4 Wealth)
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Background

The project, '*Enhancing supply chain profitability through reporting and utilisation of peri-mortem information*' (Health 4 Wealth) is one of the seventeen projects that received funding from the Commonwealth Government under Round 2 of the Rural Research and Development for Profit Program. The project aims to develop a standardised approach to data collection on disease-related carcass and offal condemnations and develop a nationally agreed, consistent feedback system to beef, goatmeat, pork and sheepmeat producers. It is envisaged the new system will allow producers to monitor disease prevalence in their livestock and make informed decisions to maximise yield outcomes.

The objectives of the Health 4 Wealth project are to:

- Develop a business case for a peri-mortem data capture and reporting system that meets the needs of stakeholders across the beef, goatmeat, pork and sheepmeat supply chains.
- Develop standards and software that can be used to collect and consistently report disease-related carcass and offal condemnations (total and partial) during ante- and post-mortem inspection.
- Conduct validation studies to identify challenges or barriers to implementation and recommend solutions prior to rollout of the national system.
- Implement a national extension and adoption strategy to allow standardised data collection and reporting systems to be integrated into Australia's beef, goatmeat, pork and sheepmeat supply chains.
- Provide data to support on-going risk assessments of inspection procedures.

The project is a partnership between Australian Pork Limited (APL), Meat & Livestock Australia (MLA), Australian Meat Processor Corporation, Agriculture Victoria (AgVic) and the South Australian Research and Development Institute (SARDI).

Project management

A Project Management Committee comprising of representatives of AMPC, APL and MLA has been established. The role of the Project Steering Management Committee is to manage the Health 4 Wealth project to ensure it is accountable to the respective livestock industries providing funding proposals.

Project requirements

PROJECT – Development and implementation of a national animal health and disease extension and adoption strategy

Project aim

To support the Health 4 Wealth programme, an animal health and disease extension and adoption strategy needs to be developed to support the peri-mortem data capture and delivery system. This project will consist of two key pieces of work;

1. Undertake a gap analysis to:
 - a. map and identify animal health and disease extension and adoption programmes, tools and resources already available to producers for beef, pork and sheepmeat to support them with their animal disease feedback.
 - b. clearly identify gaps within these resources which need to be addressed.
2. Based on the above, develop a national animal health and disease extension and adoption plan for beef, pork and sheepmeat.

Project objectives

1. Undertake a gap analysis to identify any animal health and disease extension and adoption programs, tools and resources available for beef, pork and sheepmeat. This will include:
 - a. An assessment of which programs are still active/up to date.
 - b. An assessment of the programs' relative success/effectiveness based on monitoring and evaluation already completed.
 - c. Mapping the available programs/resources across the specified categories to understand the existing or potential learning pathway. Categories are listed below and more information on the definition of each can be found from page 6 of the [Producer Adoption Outcomes Report](#).
 - i. Awareness activities: for example, field days, forums, webinars, newsletters, articles, podcasts.
 - ii. Short Term Training Programs and Workshops: building producers' knowledge and skills by participating in training activities like workshops or electronic learning modules.
 - iii. Long Term Practice Change and capability building: more intensive programs perhaps using small groups, producers learning from other producers, and application of new knowledge is supported over the longer term. Mix of theory and hands on implementation.
 - iv. Enablers: for example, tools and calculators.
 - d. Assessment of human resource capacity within the industry. For example, are there enough suitable service providers in industry to deliver what is needed and if

not, recommend how this be addressed.

2. Development of a draft animal health and disease extension and adoption strategy for beef, pork and sheepmeat that industry can use to support animal disease feedback through the value chain to the producer. This will include:
 - a. Clear outline of the target audiences, what will be adopted, value propositions for all target audiences and tactics.
 - b. Mapping a practical pathway to drive adoption of animal health disease and defect data standards and feedback systems in partnership with processors and software vendors.
 - c. Engagement with Meat Inspection Services to:
 - i. Increase collection of ante- and post-mortem data at processing plants.
 - ii. Assist in developing support material to simplify the draft Australian National Standard for the Development, Collection and Reporting of Animal Health Data.
 - d. Identifying the pathways, channels and partners best placed to work with producers to understand and action their animal disease feedback.
 - e. Outline the Monitoring Evaluation and Review framework for a national animal disease extension and adoption strategy. This will include clear targets for the different supply chain segments.

Proposal requirements

Interested groups should develop a written response outlining:

1. Demonstrated experience and understanding of the Australian red meat and pork industry.
2. Demonstrated experience of developing and delivering adoption and extension programs within the current landscape.
3. Proposed methodology for delivery against the project objectives.
4. Detailed costing of services.
5. Details of personnel who will be working on the project.
6. Details of similar completed projects and clients.

Timeframe

A proposal addressing the above requirements should be submitted to Vaibhav Gole, Australian Pork **by 30th September 5pm**. It's anticipated this project should take no longer than 5 months to complete.

Submission

How to make a submission:

Register or log in via PigConnect - <https://pigconnect.australianpork.com.au/>

- Submit and manage Project Applications
- View and manage your in-progress Projects
- Review Project Applications referred to you

Conflict of interest

The Consultant is requested to declare any conflict/s of interest. Where such a conflict of interest exists, this might be grounds for exclusion of the Consultant from consideration for this consultancy after an opportunity is provided to discuss the matter.

Contract

The Consultant will be engaged using a standard Australian Pork Limited research or consultancy agreement.

Confidentiality

The information contained in this brief and supporting material is confidential. The Consultant and other persons working on this proposal must not disclose any of this information to any other party. All information gathered in relation to the project is the property of Australian Pork Limited.

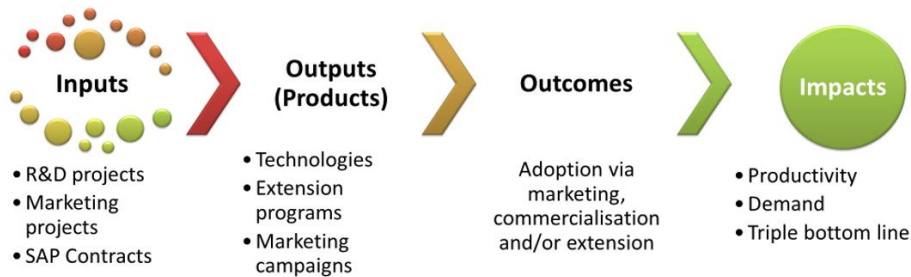
Contacts

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Appendix A

MLA's evaluation approach uses a modified form of program logic as shown below. This focuses on evaluating those outputs (products) from inputs (projects or project groups) that have attributable outcomes (adoption) and impacts.

In many cases, products are defined as an output from a related set of individual projects that have contributed to that product.



In the context of the Health 4 Wealth program, the above approach can be applied as follows:

- The outputs (products) are the practice changes/value propositions to processors and/or producers e.g. reduced animal health discounts for animal health issues, improved productivity on farm from treating animals for animal health conditions etc. In defining these, consideration needs to be given where and when animal health practice changes might take place based on this feedback information and which animal health conditions are able to be treated on as a result of this feedback.
- The outcomes (adoption) will refer to the number of animals/producers that will make the required practice changes for the above (based initially on the pilot trial participants). This will be influenced by the opportunity or overall cost of the animal health condition, as well as the costs of addressing this. It will be a sub-set of the total animals processed, given that feedback may not be provided to all producer supply channels, and even then, not all producers may make practice changes.
- Finally, the impact will be net benefit per unit of adoption (head, producer etc) as measured at each stage of the supply chain i.e. some value propositions might have benefits for both producers and processors. An estimate of this split is required where applicable.

Other areas to be considered are the tool/enablers required to deliver each of the above value proposition type outputs. These may include detection technologies, animal health treatments and vaccines, price signalling from processors as well as the feedback mechanisms themselves. These should be clearly identified for each value proposition.