



Sustainability

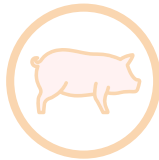
LET'S BREAK IT DOWN

Traditionally sustainability means meeting the needs of the present without preventing future generations from meeting their needs. It is largely considered an environmental term, focused on environmental conservation and avoiding environmental damage but it has a much broader meaning.

Sustainability is the interaction of the environment, society, and the economy. All three of these factors affect each other and must be addressed, which is why they're known as the 'triple bottom line'.

In agriculture 'sustainability frameworks' set out industry positions and targets to address key issues like labour, climate change, animal welfare and product quality. These frameworks also help communicate to customers looking for greater assurance about how products in the market are produced.

This is why APL has developed a sustainability framework using the triple bottom line approach but with four key pillars. People, Planet, Prosperity with the addition of Pigs acknowledges our commitments to their health and wellbeing as a central part of our industry. The targets set for each key pillar will be assessed annually and reported on.



	People	Pigs	Planet	Prosperity
Community goal	Increased awareness of the positive impact of the pork industry on communities.	Increased community belief in good animal welfare across the Australian pork industry.	Industry as livestock leader with low greenhouse gas emissions and adopter of closed loop systems for carbon and water.	Australian pork industry is an active and sustainable contributor to the Australian economy.
Producer goal	Australian pork industry is an active and sustainable contributor to the Australian economy.	A leading industry implementing world's best practices in animal care.	Adoption of innovations and technology to further reduce greenhouse gas emissions and use community waste streams.	Reduce economic volatility for pork producers.



WHAT ARE THE BENEFITS?

Engaging in sustainability activities can have significant financial reward, particularly through market access and carbon credit generation (where it makes sense to do so). Other benefits include decreased carbon emissions, reduction of feed costs through improved herd feed conversion ratios and greater production outcomes. But most importantly, sustainability activities help drive community trust and improve social license for the whole industry.

Sustainably/ethically sourced ingredients or carbon neutral for example are currently used as a point of differentiation in products and is becoming an expectation of customers. As a result, some large retailers have targets towards a reduction of carbon emissions in their supply chains. This kind of trajectory may require demonstration of sustainability credentials to sell pork in the future. Without it you may struggle to find a market for your product. This is already playing out in the fibre markets of Europe and is likely to spread further as we approach 2030.



WHAT CAN I DO?

Review APL's Pork Sustainability Framework and choose one or two areas where you think you can make improvements. Consider making your own sustainability strategy or plan by determining what you would like to strive for and set out the activities that will help you get there and how you will track progress. Remember, you don't have to do everything at once, build a plan with room to grow and change.

The most important thing is to measure what you do and celebrate any improvements. Take a baseline measurement of where you are today then make changes to your practices and measure again next year. If you have improved, continue to build on your success and if not, re-evaluate other actions you can take.

In some cases, you may need to seek specialist advice to help with this measurement.

For bigger, more technical challenges, look to businesses of a similar size and type and see if they have implemented something that might work for you.

Share your stories! Tell your networks like suppliers, customers, your local community and industry what you are doing. Research shows that most Australians know little about the pork industry which can allow for misleading information.



SOCIETY AND SUSTAINABILITY

Sustainability is becoming an integral basis for business and community decisions.

Consumers expectations for more sustainability for pork could impact and drive demand.

Councils will look to consider the sustainability of plans when assessing development applications.

Whilst, increasing "green finance" is helping businesses access better interest rates if their loan contains performance targets linked to sustainable outcomes.

As sustainability continues to become centralised by society, Australian pork producers will need to continue to explore sustainable opportunities.

Review the sustainability framework as soon as practical, and highlight target areas that can be improved in your business and on-farm.

MORE INFORMATION

For a copy of the Sustainability Framework have a look on [APL's website](https://www.australianpork.com.au) or contact Rowena Davis at rowena.davis@australianpork.com.au

For technical information, contact Gemma Wyburn at gemma.wyburn@australianpork.com.au