

Year in Review 2018-2019

Industry highlights



\$2.85
Average pig price
MAT (all pigs) up from
\$2.64 in June 2018

11.7 kg
Fresh pork
consumption
per capita per annum



\$1,180 m
Gross Value of
Production



50,172t
Exports
CWE

342,621t
Imports
CWE

-3.1%
Retail fresh
pork sales
in 2018-19

3,764
Registered pig
production sites

*including all sow and grow out sites,
even ones with less than 8 sows.



300,507t
Total tonnes sold
into fresh markets



Total tonnes processed
using **Australian pork**

72,162t

414,470t
Total production



Strategic priorities



Strategic Objective

Growing Consumer Appeal

\$7.6M
investment in 2018-19

“Making Australian pork more uniquely valuable to consumers and increasingly a part of their eating pleasure.”

Programme	2018-19 Outcomes
Better Pork	Australian Pork maintained attractiveness to consumers, revised eating experience improvement plan
Pork Made More Popular	Increasing pork consumption habits Second highest level of advertising recall achieved with less spending.
Increasingly Different	Recognition of PorkMark is growing after a focus on differentiating Australian Pork.



Strategic Objective

Building Markets

\$4.5M
investment in 2018-19

“Using insights to develop markets that offer attractive demand for our products, our producers and our value chain collaborators.”

Programme	2018-19 Outcomes
Market Insights	Significant insights into consumer behaviour led to a change in strategy
Domestic Market Development	Increased Australian pork demand and higher prices
International Market Development	Increased international demand for Australian pork, including diversifying target markets



Strategic Objective

Driving Value Chain Integrity

\$1.3M
investment in 2018-19

“Secured confidence in Australian pork products in their source, the compliance with expected standards and aligning on-farm practices with consumer expectations.”

Programme	2018-19 Outcomes
Trust in Pork Provenance	Strategic plan for Physi-Trace™ is in place.
Pork Quality	Assured new APIQ® standards released to enhance pig welfare, health and care on-farm
Fairness in Risk and Reward	Development of implementation and adoption plan with industry, to bring about consistency of pork eating quality



Strategic Objective

Leading Sustainability

\$5.8M
investment in 2018-19

“Remaining in step with society by reflecting community values in our ethics, our healthy herds and operating our industry responsibly and profitably.”

Programme	2018-19 Outcomes
Addressing Societal Needs	Research outcomes and resources positively contributing to reputation for responsible practices
Healthy Herds and Farms	Stronger biosecurity on farm and using data and standards to support market access
Continuous Productivity and Growth	Progress in improving productivity of the breeding herd



Strategic Objective

Improving Capability

\$3.0M
investment in 2018-19

“The Australian pork industry and APL leading the way in innovation, accountability and expertise.”

Programme	2018-19 Outcomes
Applied Learnings	Improved adoption of industry solutions
Building Industry Image and Reputation	Increased number of APL producer members
Operational Effectiveness	Continuous efficiency improvement

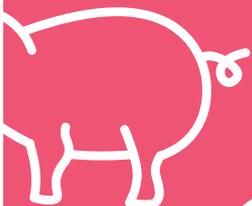


Australian Pork Limited

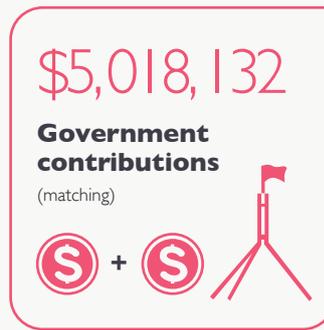
Australian Pork Limited (APL) is a rural service body for the Australian pork industry.

As a producer-owned company we are responsible for enhancing opportunities for the sustainable growth of the Australian pork industry. This is achieved by delivering integrated marketing, innovation and policy services throughout the pork industry supply chain.

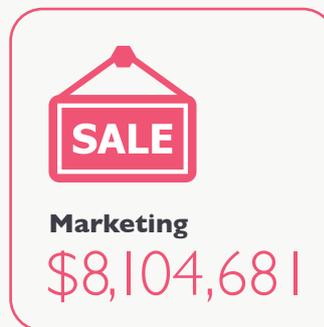
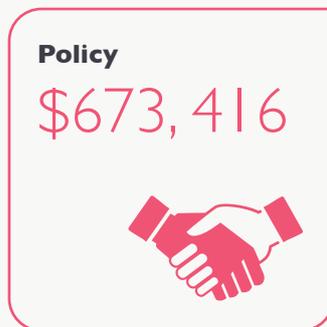
APL works closely with producers, key industry and government stakeholders to pursue opportunities for the industry at both the domestic and international levels.



APL Annual highlights



Investment in projects



Looking ahead

APL expects the 2019-20 year to be one where the industry faces a number of challenges, which is reflected in the amended version of our 2015-2020 Strategic Plan.

“2018-19 represented significant organisational change for APL and foreshadowed further, ongoing operational changes for the future.”

APL Board and Management

High priority areas include:

- **Growing** domestic and international demand for Australian pork
- **Recalibrating** research and development into the cost of production for Australian pork
- Continued strong **engagement** with the community in terms of animal welfare, environmental impact and transparency of pork production in Australia
- Investing in **biosecurity and disease prevention** investment and activities to maintain the high health status of the national pig herd

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