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Illegal pork semen importers face court

TWO persons involved in the pork production industry faced court recently in Western Australia on charges relating to deliberate illegal imports of pig semen over a number of years.

The two persons, along with WA pork production company GD Pork Pty Ltd, have been charged with aggravated illegal importation offences under the Biosecurity Act and Quarantine Act.

The case was first uncovered in January 2017 and has been the subject of an ongoing investigation by the Department of Agriculture and Water Resources.

There are no food safety or ongoing biosecurity concerns associated with this case.

The biosecurity risks have been effectively managed and there is no impact on the safety of Australian pork or our animal health.

Illegal imports of pig genetics can carry significant risks.

This includes porcine reproductive and respiratory syndrome and foot and mouth disease.

It has been estimated FMD could cost Australia about \$50 billion over a decade if it was to arrive here.

These imports can also increase the risk of African swine fever arriving in Australia.

This disease has no known cure and is another major threat to our \$5.3 billion pork industry.

There are specific conditions for the import of animal genetic material.

Breaches of these conditions will not be tolerated.

Currently the maximum penalty for an 'illegal importation to obtain a commercial advantage' is 10 years jail and/or 2000 penalty units (\$420,000).

For a corporation, the maximum penalty is 10,000 penalty units (\$2.1 million).

If you witness suspicious behaviour or come across any goods you believe have been illegally imported, you can contact the Biosecurity Redline anonymously on 1800 803 006.

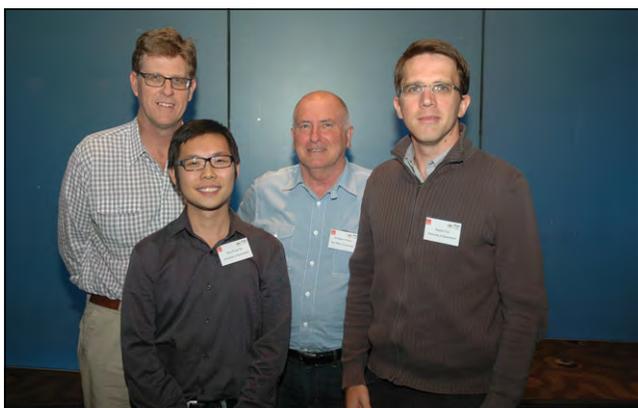


GD Pork managing director Torben Soerensen. Photo: APN May 2016

Affluent effluent possible for piggeries

ABOUT 16 percent of the manure effluent of the Australian pig herd is now directed to biogas systems, equating to 29 percent of the herd

housed in conventional sheds at piggeries larger than 500-sow farrow-to-finish, which is the cut-off for feasibility of these systems.



Alan Skerman, Shao Dong Yap, Rob Wilson and Stephan Tait all tackled how to turn piggery waste into potentially profitable bioenergy under the Pork CRC's successful Bioenergy Support Program.

Before Pork CRC's Bioenergy Support Program commenced in 2012, manure from only about 2 percent of the national herd was directed to biogas systems.

According to Alan Skerman, Queensland Department of Agriculture and Fisheries and Dr Stephen Tait, University of Queensland (now at University of Southern Queensland), the BSP's positive impact on biogas adoption has been substantial.

Pork producers with biogas systems now benefit from reduced odour, save on energy costs, sell excess biogas-derived electricity to the supply grid and sell Australian Carbon Credit Units and renewable energy certificates.

Capital expenditure payback

continued P9

One step forward, two steps back

IT has been heartening that pig prices have been moving upward over the past several weeks but still have a long way to go to get to a level where our farmers can start to again make some profit.

We're seeing consistent but moderate lifts in prices for the key indicator weights week by week, which indicates the balance of supply and demand is improving.

Until prices push above producer costs of production, I can't see that the improvements will have any impact on the supply situation, meaning fewer pigs available for slaughter should continue to pressure prices higher.

The other side of this coin is whether the higher pig prices will – in being passed through the supply chain – cause some low-priced business to fall away, providing a demand buffer.

The price rise is positive from the point of view that overall pig numbers have not yet come down a lot, thus ongoing demand strength would seem to be still very positive.

This is backed up by the recent calculations that show our per capita fresh pork consumption has now hit 12kg/annum, a record and well above the projections in our Strategic Plan put together in 2014, which were under 10kg.

Demand and consumption continue to be the good stories for our industry, and while volume consumption isn't a great indicator of demand, value of consumption at retail is likewise a good story.

Anecdotally, we're hearing the number of producers completely leaving the industry is still limited but for those affected in this way, very painful.

Any reductions we are or will have in week to week slaughter numbers seems to be coming from these limited numbers of exits as well



Point of View

by ANDREW SPENCER CEO



As many producers who have reduced their farms' production, through limiting matings as an example.

Positively, we are hearing some processors are starting to plan for the numbers of pigs they're looking for getting harder to procure, which can only be good for future pig price trends.

The narrative in the industry has, however, definitely shifted away from pig prices and more towards grain prices.

Skyrocketing grain prices, particularly in the east of the country have added up to \$0.50/kg to pig farmer costs of production, meaning the price increases we are looking for need to be even higher than earlier desired.

The ongoing dry conditions in the eastern Australian states are leading to a grain deficit there, forcing some shipments of grain from South and Western Australia – either by ship or by rail.

This is expensive but at least provides some buffer to local price pressure for grain in the east.

Unfortunately, the importation of grain from other countries is not going to be a short-term solution.

Biosecurity rules make the importation of grain extremely difficult in Australia, which means when we get a deficit of grain here, we quickly build a premium in our grain prices over and above the

global market price.

As an example, I've heard commentators talking about our wheat prices being up to \$A200 higher per tonne than those quoted on the Chicago Board of Trade (futures prices as a global indicator).

So, what are we able to do about it?

Not a lot.

The high grain prices are not only a problem for the pork industry but also the feedlot and poultry industries, and any alternative grains or feed sources are being snapped up, also at higher than normal prices due to demand.

We are working with a number of other affected industries to look into developing some biosecure routes for the safe import of grain for feed processing, but this is an expensive and lengthy task, not guaranteed of success and as mentioned, not a short-term solution.

We have a grains industry expert coming to the Delegates' Forum in November in Melbourne to talk about present grain trading dynamics, regional balances and future projections.

I'm sure there'll be lots of questions from the floor.

APL members are reminded of the Delegates' Forum occurring on November 14 and 15 at the Melbourne Marriott Hotel where they are welcome to attend at their own cost.

I hope to meet a few of you there.



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Pig Industry Calendar of Events

2018

NOV 11- 14 – Space 2018, Rennes, Francia, France www.space.fr

NOV 13 - 16 – EuroTier, Hannover, Germany www.eurotier.com/en

NOV 15 – Australian Pork Limited Annual General Meeting, Melbourne, VIC E: rachel.blake@australianpork.com.au T: 02 6270 8807

NOV 15 - 18 – Allen D. Leman Swine Conference, Saint Paul, Minnesota, US www.ccaps.umn.edu/allen-d-leman-swine-conference

NOV 19 – National Pig Awards, London, UK www.nationalpigawards.co.uk

DEC 5 – The Pork Show, Quebec City, Canada www.leporcshow.com/en

2019

JAN 8 - 10 – Banff Pork Seminar, Banff, Canada www.banffpork.ca

MAR 9 - 12 – 50th AASV Annual Meeting, Florida, US www.aasv.org/anmtg

MAY 19 - 21 – ONE19 Conference, Lexington, US www.one.alltech.com

JUN 5 - 7 – World Pork Expo, Iowa, US www.worldpork.org

AUG 25 - 28 – Asian Pig Veterinary Society Congress, Busan, South Korea www.apvs2019.com/invit.html

How to supply event details: Send all details to Australian Pork Newspaper, PO Box 387, Cleveland, Qld 4163, call 07 3286 1833 fax: 07 3821 2637, email: ben@porknews.com.au

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Uncovering new learnings and opportunities

THIS month I'm bringing you key highlights of several presentations I found very interesting from the 4th biennial International Swine Industry Symposium held on October 24 and 25 in Shanghai, China.

Hopefully, the technical focus of this article is not too 'sciency'.

The symposium was jointly organised by the American Society of Animal Science and Shanghai Gentech Industries Group, with about 600 delegates attending, primarily nutritionists and those from the feed milling sector.

A total of 14 presentations on varied topics were made by international speakers from the US, Denmark, Germany, France, Norway, New Zealand as well as China.

I was invited to this meeting to present on our eating quality R&D that has enabled an eating quality model for fresh Australian pork to be developed.

Feed biosecurity

It will come as no sur-



by **HEATHER CHANNON**
Research and Innovation
General Manager



prise to you, given the African swine fever outbreak in China, that the review presented by Dr Jason Woodworth from Kansas State University on the potential role of pig feed as a disease vector was of high interest to all delegates at the symposium.

His presentation was structured around five key questions: 1. Is it likely to get infected?; 2. Can it survive?; 3. Is it infectious?; 4. How can it be prevented?; and 5. How can it be mitigated?

Dr Woodworth outlined the feed biosecurity measures that have been evaluated in the US to

address these risks.

Recently, it has been shown a number of viruses, including porcine epidemic diarrhoea virus, African swine fever, swine vesicular disease virus and senecavirus A (all diseases Australia is free from) can survive transboundary shipment in soybean meal, lysine and complete feed (see Table 1).

While this information is now known for some ingredients, Dr Woodworth highlighted that there is insufficient data available at the pathogen x ingredient x environment level to determine whether the

ASF virus (as well as other key viruses) can survive in other ingredients, such as in fishmeal, whey and various synthetic amino acids.

The survivability of a pathogen in feed varies – it depends on the genetic and physicochemical properties of the virus as well as the feed ingredient being tested.

Some feed ingredients and feed products provide a better matrix for virus survival than others.

Methods of preventing feed-based pathogens from infecting pigs, including prevention of hazard entry into the feed system, impact of people and vehicle movement, mitigation by thermal processing or decontamination by chemical additives were also described.

This consideration also applies to chemical-based feed hazard control measures.

Studies have shown that the effectiveness of any chemical-based feed mitigant is not only target specific but also feed ingredi-

ent/matrix specific.

As an example, in their dataset, PEDV survival was higher in conventional soybean meal compared with an organic soybean meal that was evaluated.

While the exact reason for this is not clear, the organic soybean meal did have a higher fat content.

Higher protein ingredients may also be more capable of retaining viral infectivity – why this may be the case is not understood and more research is needed to understand what ingredient attributes are associated with enhanced survivability.

Both formaldehyde and medium-chain fatty acid blends have also been shown to have viricidal effects against PEDV – but formaldehyde use comes with caution.

In the US, it is only approved to prevent salmonella contamination and specialised equipment is needed for accurate application.

Again, for PEDV, no infectivity of pigs was found

continued P3

Ingredient	SVA (FMDV)	ASFV	PSV (SVDV)	PRDV	FCV (VESV)	PCV2	BHV-1 (PRV)	PRRSV 174	BVDV (CSFV)	VSV	CDV (NiV)	IAV-S
Soybean meal (conventional)	+	+	+	+	+	+	+	+	-	-	-	-
Soybean meal (organic)	-	+	+	+	-	-	-	-	-	-	-	-
Soy oilcake	+	+	+	NT	-	-	+	-	-	-	-	-
Dried distillers grain with solubles (DDGS)	+	-	-	NT	-	-	-	+	-	-	-	-
Lysine	+	-	+	+	+	+	-	-	-	-	-	-
Choline	+	+	-	+	-	+	-	-	-	-	-	-
Vitamin D	+	-	+	+	-	+	-	-	-	-	-	-
Moist cat food	+	+	+	NT	-	-	-	-	-	-	-	-
Moist dog food	+	+	+	NT	-	-	-	-	-	-	-	-
Dry dog food	+	+	+	NT	-	-	-	-	-	-	-	-
Pork sausage casings	+	+	+	NT	+	-	-	-	-	-	-	-
Complete feed (+ control)	+	+	+	NT	+	+	-	-	-	-	-	-
Complete feed (- control)	-	-	-	-	-	-	-	-	-	-	-	-
Stock virus control	-	+	-	-	-	-	-	-	-	-	-	-

Legend: FMDV denotes foot and mouth disease virus; ASFV - African swine fever virus; SVDV - swine vesicular disease virus; PEDV - porcine epidemic diarrhoea virus; VESV - vesicular exanthema of swine virus;

PCV2 - porcine circovirus type 2; PRV - pseudorabies virus; PRRSV - porcine reproductive and respiratory syndrome virus; CSFV - classical swine fever virus; VSV - vesicular stomatitis virus; NiV - nipah virus; IAV-S - in-

fluenza A virus of swine. Surrogate viruses with similar genetic and physical properties were used for six viruses. Surrogates belonged to the same virus families as target pathogens and included senecavirus A for FMDV,

bovine viral diarrhoea virus for CSFV, bovine herpesvirus type 1 for PRV, canine distemper virus for NiV, porcine sapelovirus for SVDV and feline calicivirus for VESV. A box with '+' indicates that virus was recovered in a vi-

able form from a specific ingredient. A box with '-' indicates that virus was not recovered by viral infectivity and/or pig bioassay. NT denotes these ingredients were not used in the study, so no results are available.

Table 1: Virus variability in feed ingredients (reproduced from Dee et al. (2018).



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Uncovering new learnings and opportunities

from P2

when diets were pelleted to >54C.

In relation to PEDV infectivity, Dr Woodworth stated that just 1g of faeces from a pig acutely infected with PEDV could infect 500 tonnes of feed, with all the feed being infected at a dose capable of causing illness in pigs – highlighting that it spreads through feed very easily.

The median infectious dose of African swine fever in both feed and water is now being investigated in the US.

While I have focused on viral transmission via feed to pigs in this article, bacterial contamination of feed ingredients, particularly with salmonella and E. coli can also occur.

Further research to identify cost-effective approaches to maintain feed biosecurity in order to protect animal health is under way.

In conclusion, four key steps were proposed to help maximise feed biosecurity:

1. Assess biological hazard risk – proactive approach required by feed manufacturers to understand biological hazards for their operations and their customers;

2. Define protocols to prevent entry of hazard into the mill;

3. Utilise mitigation strategies to prevent risk; and

4. Feed mill decontamination – should include a combination of physical cleaning, chemical cleaning and, if applicable, the use of high heat as the final step.

Australian Pork Limited continues to discuss issues associated with the importation of feed additives with the Department of Agriculture and Water Resources to ensure our biosecurity protocols will mitigate risks associated with feed additive importation to the Australian pig industry.

Dr Regina Fogarty from Rivalea recently attended the third Regional OIE Workshop on African swine fever disease control in Asia held in the Philippines as Australia's representative and obtained a solid technical understanding of the efforts being undertaken in response to this very serious disease, which has so far been provided to all pig veterinarians.

Dr Eric Neumann (a pig veterinarian and epidemiologist from New Zealand) is also presenting a webinar on Monday, November 5 at 12 noon AESDT.

If you want to join in, please contact Lechelle van Breda on 02 6270 8814 or email: lechelle.vanbreda@australianpork.com.au

Application of metabolomics to reduce variation between individual pigs

Variation in birth weight and growth performance of individual pigs was discussed by Dr Junjun Wang from China Agricultural University, Beijing.

Dr Wang described how his team is using metabolomics on plasma metabolites (such as amino acids, vitamins, sugars) in blood samples collected at various times after the pig's

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last meal to identify biomarkers.

A number of biomarkers have been shortlisted and are being used to establish predictive models for growth performance and determine the effects of breed, growth stages, gender and nutritional status to address variation between individual pigs.

Dr Wang showed the bacterial composition of the gut microbiota differed between piglets in different birth weight groups.

For example, piglets classified in the lower birth weight group had a lower energy digestibility in the final section of the small intestine and higher fermentation capability in the large intestine than pigs in the normal birthweight class and these differences may influence a pig's lifetime growth performance.

It was suggested nutritional optimisation may be possible based on monitoring of gut microbiota.

Alternative feed ingredients for pigs

Prof Margareth Overland from the Norwegian University of Life Sciences discussed the use of modern biorefining, enzyme technology and fermentation to produce high-quality single-cell proteins from wood and seaweeds for use in feed for fish and livestock, including pigs.

Increasing interest in the development of microbial feed ingredients in Norway is being driven by the need to reduce competition with human food resources.

Margareth described that bacterial meal can be produced from fermentation of natural gas as a carbon and energy source by using a bacterium (*Methylococcus capsulatus*) that metabolises methane as its only source of carbon and energy.

Oxygen and ammonia, together with a mineral solution, is added and the fermentation process takes place in a loop fermenter.

The bacterial biomass is continuously harvested, excess water is removed using centrifugation and ultra-filtration, sterilised using high temperature and then spray dried into a powder with <10 percent water.

The crude protein and fat composition of the bacterial meal (70 percent and 10 percent, respectively) is similar to fish meal, with a higher tryptophan content and a lower lysine and methionine content.

Bacterial meal also contains a range of bioactive compounds, including naturally occurring antioxidants and nucleic acids (10 percent) – which have been shown to have a beneficial effect on the gastrointestinal health of Atlantic salmon.

When bacterial meal was added at 8 and 12 percent for two weeks after weaning, average daily gain and feed efficiency were increased compared with pigs fed diets containing 0 or 4 percent bacterial meal.

Interestingly, when bacterial meal was added to diets of grower-finisher pigs, sensory quality was improved, and this may be due to changes in fatty acid composition or increased antioxidant activ-

ity due to the feeding of bacterial meal.

The production of bacterial meal from natural gas is getting closer to commercialisation – there is also potential for natural gas produced from biogas to be utilised, after scrubbing.

Additionally, spruce trees in Norway are being explored as a source of plant dry matter to be used in the fermentation of yeast strains to produce single-cell proteins.

Enzymes were recently discovered that increase the efficiency of the conversion of cellulose in the tree biomass to sugars.

Seaweed is also being investigated as a feed re-orientation capability for fish and monogastrics.

Novel technology using a biorefinery process is being evaluated to upgrade the nutritional value of brown seaweed (*Saccharina latissima*) and make use of the whole biomass.

This process is needed because brown seaweed has a low protein content and high carbohydrate levels that are not able to be digested by farmed fish and monogastric animals.

Novel enzymes are being used to break down the seaweed into sugars and other nutrients and these are then used in the fermentation process to produce yeast as a source of protein.

The yeast has a crude protein content of 50-55 percent and a favourable amino acid composition.

However, the nutritional value of yeast can vary depending on the yeast species used, the fermentation process and further processing conditions.

Bioactive compounds are also being isolated from the seaweed and these have been shown to impart health benefits to Atlantic salmon when included in fish feed.

The use of yeast as a high-quality protein source in weanling pig diets has also been investigated.

Spray-dried and inactivated *Candida utilis* yeast was included in weanling pig diets at levels of 3.6 percent, 7.3 percent and 14.6 percent.

Higher feed intake and growth rates, increased villi height in the small intestine and reduced severity of diarrhoea was found in weanling pigs fed diets containing yeast.

Overall, these results suggest the inclusion of microbial protein sources produced using under-utilised natural resources may be a sustainable supply of feed protein for pigs and be a potential feed grain alternative.

Work to optimise all processing steps being undertaken to ensure profitability is being done as part of the 'Foods for Norway' project.

Further detail can be found at foodsfornorway.net

This work is uncovering lots of new opportunities; we will be keeping a close eye on developments in this area.

For further information on this conference and to obtain copies of papers, please contact me on 0423 056 045 or heather.channon@australianpork.com.au



AUSTRALIAN PORK LIMITED NOTICE OF 2018 ANNUAL GENERAL MEETING

Notice is hereby given that the Annual General Meeting (AGM) of Australian Pork Limited (ABN 83 092 783 278) (APL) will be held on Thursday 15 November 2018 commencing at 1.00pm (Australian Eastern Daylight Savings Time) at the Melbourne Marriott Hotel (Exhibition Room), Corner Exhibition and Lonsdale Streets, Melbourne, Victoria, 3000.

The business of the AGM will include:

- receiving and considering the financial statements of the company, together with the reports of the directors and auditors in respect of year ended 30 June 2018
- approving the remuneration of the company's Auditor for 2018-2019
- to conduct an election to fill one vacant Elected Director position and ratifying the appointment of two Specialist Directors.

The [2017-2018 Annual Report](#) is located on the Company website. Please advise if you prefer a printed copy and we will post one out to you.

If you have any questions about this process, please contact the APL Events and Membership Executive Rachel Blake on 02 6270 8807 or by email at rachel.blake@australianpork.com.au.

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Export opportunities in northeast Asia

BY now most producers will be aware of the huge opportunities for pork exports to the China market.

Unfortunately, Australian producers are unable to access mainland China as market access protocol discussions continue at government level.

But there are still some excellent opportunities for exporters in our existing northeast Asian trading partners – Japan and South Korea.

Australia's pork exports to Japan and South Korea have been modest in recent years (400 and 800 tonnes respectively in 2017) but we were once a bigger player.

Australian exports lost their competitive position with the rise in value of the Australian dollar in the mid-to-late 2000s and



Policy

by **ANDREW ROBERTSON**
Policy Manager – Trade and Workforce



ceding parity with the US dollar between 2010 and 2013, the Australian dollar is now down by around 30 percent to 71 cents at the time of writing.

This is great news for the competitiveness of our exports.

Coupled with low farm-gate prices, Australian product is looking more attractive to Japanese and South Korean importers.

Australian Pork Limited Marketing Development Manager Peter Smith and I visited Seoul, Osaka and Tokyo from August 4-14 this year.

APL had meetings and engagements with representatives of South Korean and Japanese importers, retailers, industry associations and consultants, and spoke to locally based Australian representa-

tives of the Department of Agriculture and Water Resources, Austrade and the Western Australian Government.

In South Korea, APL found a variety of niche opportunities – including in retail-ready meals and e-commerce sales channels – that could prove rewarding for Australian exporters. Success in the highly competitive South Korea pork import market will require differentiated, value-for-money products with strong marketing and promotional support.

Japan is more receptive to premium products, where an emphasis on provenance and 'natural' qualities plays well.

Lightly processed (such as sliced) and offal products were potentially valuable niches in the Japanese market.

Overall, APL assesses that Japan currently presents a marginally better opportunity to grow exports of Australian pork compared to South Korea.

This is based on Japan's larger overall market size and higher absolute import volumes (as well as a higher import share of total consumption), opportunities at the premium

end (where Australia is more likely to be competitive) and Australia's relatively favourable access into Japan under the free trade agreement.

A full report of APL's meetings, along with detailed observations, conclusions and recommendations can be accessed in the members-only area of the APL website.



have not yet regained their previous share of the import market.

I think the time is right to look again at these big markets.

While both have strong domestic pig production industries, their overall imports continue to grow.

For example, Japan's meat imports in the first

half of 2018 surpassed one million metric tonnes for the first time in 20 years.

Japan is still the second-largest importer of pork globally, and both markets show long-term growth in per-capita consumption.

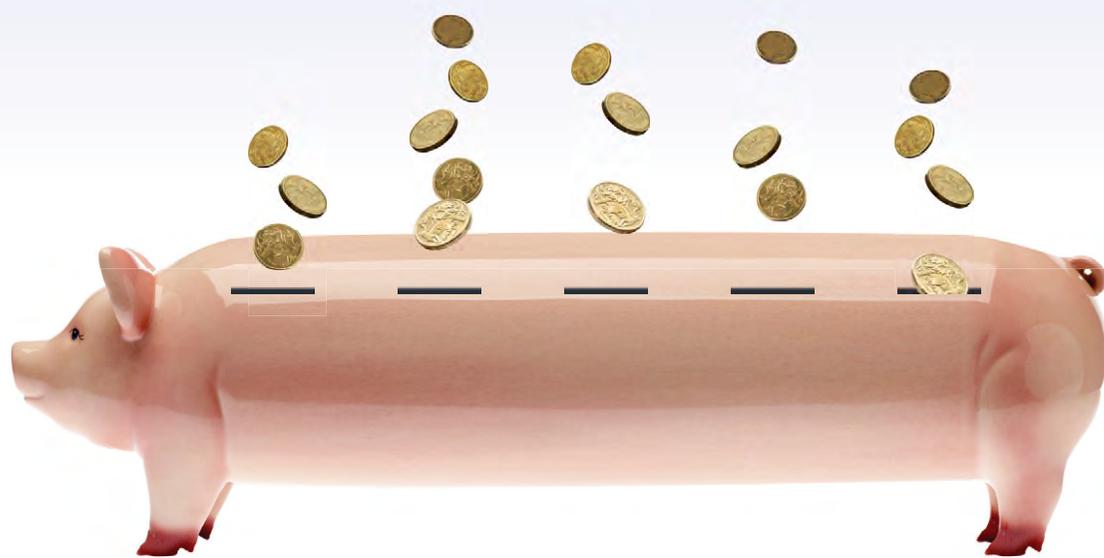
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Applications are open for the largest global university-level agriscience competition

SINCE its inception in 2005, the Alltech Young Scientist competitions has had participation of over 60,000 students from more than 70 countries and has awarded \$1 million in prizes.

It is considered one of the world's most prestigious agriscience competitions for university students and has discovered some of the best and brightest upcoming researchers from universities around the world.

Applications are now open for the 2019 competition.

The Alltech Young Scientist competition began in 2005 as an expression of Dr Pearse Lyons' passion for curiosity and innovation within education.

As a scientist, he understood the challenges of research and the excitement that comes with breakthroughs that could solve real problems.

Through the Alltech Young Scientist competition, he hoped to create a closer connection between the classroom and the agricultural challenges occurring in the field and on the farm.

Most importantly, he wanted to inspire and showcase the talents of university students who represent tomorrow's solutions for our planet's shared future.

New for 2019, the AYS competition is open exclusively to university graduate students (master's degree and PhD) and professor nominations are no longer required.

Entrants will compete first within their home regions of North America, Latin America, Asia-Pacific or Europe/Africa.

Then regional winners will be invited to attend an all-expenses-paid Alltech Young Scientist Discovery Week in Lexington, Kentucky, where

they will compete in the global competition during ONE: The Alltech Ideas Conference (ONE19), which will be held from May 19-21, 2019.

The prizes include \$US10,000 for the global graduate winner.

Alltech vice president and chief scientific officer Dr Karl Dawson, "The Alltech Young Scientist competition provides a global stage for the next generation of agriculture scientists to present their research, further their education and interact with some of the best scientific and agribusiness minds of our time."

"We are proud to offer this once-in-a-lifetime experience in the hopes of highlighting and rewarding those striving to impact the agriculture industry through scientific research and innovation."

Registration is currently open for the 2019 competition and will close on January 31, 2019.

Students may submit scientific papers on topics such as animal health and nutrition, crop science, agriculture analytical methods, food chain safety and traceability, human health and nutrition and other agriscience-related sectors.

Paper submission may be completed online through January 31, 2019, and regional winners will be announced in April 2019.

Although the competition is for graduate students, AYS welcomes other budding scientists, from kindergarten and beyond, to engage with the program on Facebook and Instagram, where you'll find special contests and other exciting content.

For more information and to register for the Alltech Young Scientist competition, visit AlltechYoungScientist.com

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Figure 2

WHILE there is mixed news on the producer front – pig prices having started to go up but not as fast as grain prices are driving up costs – the need to maximise short-term demand is as urgent as any time since January 2017.

Domestic sales continue to grow in volume terms in both retail (for at-home cooking) and foodservice (meals eaten out).

Sales for in-home cooking are growing at a slower level than they were a year ago.

In Figure 1, the pink bars are pork volume sales increase versus the same period last year, the blue lines are fresh meat volume sales growth versus the same period last year and the dotted pink line



by PETER HAYDON
General Manager Marketing



is pork's volume growth trend over the past year.

So, we are growing faster than the market but not as fast as a year ago.

The Australian Pork Limited Board has approved joint-funded (with Western Australian producers) additional marketing activity in WA (the extra TV advertising started on October 7) and increased activity in the

first quarter of 2019.

This obviously seeks to continue volume demand growth.

We need to keep in mind, however, that while production has increased by around 35,000 tonnes or 9.1 percent since December 2016, we have shipped about a quarter of that increase (roughly 9000 tonnes offshore at large discounts).

In order to lock in price growth, we need to focus on re-accelerating pork consumption, even though it has grown faster in the past couple of years than at any time since 2003.

One of the tools marketers use to identify where to target marketing activity is called an adoption funnel (see Figure 2).

This works on the basis that every time a person buys anything, they go through a number of stages.

1. Consumers have to be aware of a product in order to buy it;

2. Once aware they need to have a reason to consider buying it;

3. Once considered, a product needs to be preferred to be bought;

4. Then the consumer has to actually buy it; and

5. Finally, a big part of whether they buy a product again is based on whether they enjoyed the experience of using the product.

One of the analyses marketers complete is to understand whether the major challenge is to get more consumers into the funnel at the awareness stage, or whether the main challenge is to convert consumers who are already in the funnel from a higher stage closer to the purchase stage.

We do this using conversion factors (examples are in the circles).

In Figure 2, 66 percent of people who consider this product are converted into people who prefer the product.

In this case, normally we would focus on increasing

the lowest conversion, that is, the 66 percent.

To create awareness and consideration we use mass communication like TV and radio.

To convert consideration to preference we would normally use more targeted media such as in-store recipes and online channels.

This change was prompted by the recent marketing review done by KPMG and has given us reasons to trial more extensively media channels such as catch-up TV, YouTube, taste.com.au and so on.

While the plan is not yet finalised, for those producers including Tim Kingmar, Caleb Smith and Mark MacLean (among others)... yes I can hear you saying "about bloody time" and that's a fair cop.

Conversely, some of you may remember that:

- Digital payback is worse than TV and radio according to the sales statistician;

- 'Don't get ribbed off – digital advertising' was less successful than spending the same money on radio; and

- The latest Facebook test we did exposed an extra 800,000 Australians to versatility, messaging an extra eleven times on mince with no discernible significant increase in sales.

The difference here is those tests APL did were comparing online channels' ability to do what TV and radio are good at.

These activities in 2019 are aiming at using online channels to do the conversions TV and radio have not been completing, they are complementary, not substitutes.

Do we know this approach is going to work better?

No, we don't.

However, there is good evidence from the learnings of many other companies both in Australia and abroad representing a fact base that suggests success is likely.

As ever, we will measure the results so we are able to determine effectiveness.

One thing is certain: if sales growth is slowing and we don't want that to happen, we have to embrace change and do something different.

We will keep you posted.

Pork and fresh meat retail volume sales growth v previous year



Figure 1



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Food Connect founders Robert Pekin and Emma-Kate Rose.

Local Food Hub support is growing with OzHarvest Brisbane and Food Connect to work together under one roof

BRISBANE-based ethical food business Food Connect Shed has raised over \$800,000 from the public to create Australia's first community-owned food hub, and has landed some major tenants in their proposed space.

OzHarvest and Ballistic Beer Co have both announced they will be cornerstone tenants in the new Local Food Hub, as well as seven additional

tenants who have come on board in the past three weeks.

Food Connect Shed director Robert Pekin is excited about the announcement.

"We already had nine tenants in the space, but these two announcements mean we have 88 percent of the warehouse leased, which provides some long-term security for our investors and an exciting opportunity to collaborate together," Mr Pekin said.

"Now we need to raise the final funding to make sure this space is owned by our community."

OzHarvest CEO and founder Ronni Kahn said

the move to the Food Connect Shed was an exciting opportunity and aligns with OzHarvest's purpose to 'nourish our country'.

It will also help reconnect consumers with the value of food, raise awareness about food waste and support local farmers.

"We are so excited to be part of Food Connect's vision to create Australia's first community-owned food hub," she said.

"This supportive, innovative and creative hub offers the potential to bring farmers, foodies and consumers together under one roof to drive positive changes in how we shop,

interact and nourish our families.

"In addition to being our home base for our eight food rescue vehicles, OzHarvest is planning to build a beautiful new commercial kitchen within our space to increase our existing corporate team building offering, catering business and community cooking classes."

OzHarvest Brisbane collects over 100 tonnes of quality surplus food from more than 200 food outlets each month and delivers directly to over 125 local charities.

The Food Connect Shed equity crowdfunding campaign has been running for eight weeks, and 352 investors have pledged almost \$800,000 to date.

They have three weeks to hit the minimum goal of \$2 million, or the money won't be processed.

The campaign will run until November 10 or when the campaign is fully subscribed.

You can view the campaign at pledgeme.com.au/investments/2-food-connect-shed-ltd

About Food Connect Shed

Food Connect Shed Limited is a new public unlisted company part owned by the Food Connect founders Robert Pekin and Emma-Kate, as well as the Food Connect Foundation Limited.

The new company will aim to generate revenue through rental fees and venue hire.

The warehouse currently has 12 tenants, with aims of adding 30 new tenants over the next three years.

About the equity campaign

Food Connect Shed wants to raise between \$2 million and \$4 million, which will represent 90 percent of the company.

The shares are priced at \$1 per share, the minimum investment is \$500 and the maximum is \$10,000 unless an investor is certified as 'sophisticated'.

Funds raised will be used to buy the existing warehouse, and if the minimum goal is exceeded the funds will be used to refurbish and retrofit the warehouse.

Investors will own shares in the company that owns the warehouse and manages the tenants in the space.

Potential investors should consider the offer document and full risk warning statement before investing.

About OzHarvest

OzHarvest is Australia's leading food rescue organisation, collecting quality surplus food from more than 3500 businesses, including supermarkets, restaurants, cafes, hotels, retailers, airports and retail food outlets.

Every week over 180 tonnes of food is saved from going to landfill and delivered to 1300-plus charitable agencies, helping to make a positive difference to the lives of vulnerable men, women and children across Australia.

OzHarvest addresses food security through education programs NEST (nutrition education sustenance training) and Nourish, a hospitality training program for disadvantaged youth.

It operates nationally in Sydney, Adelaide, Brisbane, Canberra, Cairns, Gold Coast, Melbourne, Newcastle and Perth and in regional communities.

Every \$1 donated allows OzHarvest to deliver two meals to people in need.

www.ozharvest.org

Food waste facts

- Food waste in Australia costs an estimated \$20 billion each year in commercial and residential waste.

- Over 5.3 million tonnes of food ends up as landfill each year.

- One in five shopping bags end up in the bin, which equals \$1036 worth of groceries per household each year.

- 35 percent of the average household bin is food waste.

- Over four million people experience food insecurity each year. One-third are children.



OzHarvest CEO and Founder Ronni Kahn.



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Aussie Pumps for effluent recycling

RECYCLING effluent from piggeries is good environmental practice and also makes good economic sense.

Piggery effluent will substantially improve pastures with a relatively small investment in infrastructure and equipment of pumps, pits, pipework and sprinkler systems.

Some farms already use up to three or even four pits or ponds that enable the anaerobic bacterial action to break down the nitrates and phosphates in the effluent liquid.

The aim is to produce a liquid in the final pond that is clean and clear enough to be able to pass through irrigation sprinklers without clogging.

Each individual case is different but the general rule is two or three ponds in a row are satisfactory.

Aussie Pumps has developed a product line that particularly suits this application.

Combining heavy-duty cast iron self-priming centrifugal solids-handling spray pumps means two or three pumps can provide not only the ability to pump effluent, but also high pressure for running irrigation sprinklers.

Self-priming semi-trash pumps

The Aussie GMP range of self-priming centrifugal semi-trash pumps provide many operational advantages over electro-submersible or long-column sump-type pumps.

The biggest single feature that gives self-primers the edge is their ability to suck effluent from up to 6.5m depths without the use of foot valves or other external priming devices.

All the operator has to do is make sure the pump bowl is filled with liquid and then turn on the motor.

Self-priming centrifugal pumps also have the major advantage of being located outside the pit, providing real ease of servicing advantages.

Considering effluent is often corrosive and literally 'eats' pumps, this can result in massive cost savings over the life of the pump.

The GMP semi-trash pump line is available in single and three-phase configurations with 2", 3" and 4" versions.

These cast iron, heavy-duty, self-priming pumps are available with flows of up to 2700l/pm and with

vertical lifts (head) of up to 30m.

That represents a pressure rating of around 50psi.

The pumps are of heavy-duty, cast iron construction with big open-style impellers capable of passing solids up to 30mm in diameter.

They have the added advantage of silicon carbide seals for use in pumping abrasive liquids, a stainless steel wear plate for low-cost product rejuvenation and an in-built, low-mounted clean-out door that enables the pump to be easily flushed.

The clean-out port is located below the suction intake.

This means the pump can be unblocked or cleaned without disconnecting pipework.

For ease of serviceability, self-priming centrifugal pumps win out every time over more complicated electro-submersible or long-column, shaft-driven sump pumps.

For areas without sufficient three-phase power, bare shaft versions that can be adapted for diesel engine drive are commonly used.

An additional variation is a 'step-up' gearbox style drive that can be readily adapted for agricultural tractor PTO connection.

Irrigation spray pumps Aussie GMP irrigation pumps feature heads of up to 75m (100psi) and are suitable for spraying the relatively clear effluent from the final pond.

These big 2", 3" or 4" high-pressure pumps also self prime, providing major advantages in convenience and reliability.

The self-priming pump can be put on an auto-start system and can operate without troublesome foot valves.

Additionally, automatic float systems can be adapted for use with the self-priming pump that enable it to turn on automatically when the pit level reaches a certain point and cut out again when the level drops.

The advantage over non-self-priming pumps that have to be primed before use is enormous.

The Aussie GMP range includes self-priming centrifugal high-pressure pumps with open impellers that still provide super-high-pressure performance.

For example, one of the big 3" pumps in the range can provide flows of up to

1300l/pm and still provide a maximum pressure of 100psi-plus.

Every system needs to be correctly sized to make sure all friction losses have been calculated.

Let a pump specialist or expert help you in selecting the right product.

Aussie Pumps has a handy guide for pump selection.

This includes friction loss calculations, explanations of how to calculate total head and various other factors that make up the pump selection process.

This information and a detailed free brochure describing the full Aussie GMP cast iron self-priming centrifugal effluent pump product line is available from Aussie Pumps or distributors throughout Australia.

www.aussiepumps.com.au

Affluent effluent possible for piggeries

from P1

periods of less than three years have been realised.

Since 2012/13, when the Emissions Reduction Fund started, 372,143 ACCUs have been issued to piggery biogas projects, which is 372kt CO₂-e of emissions abatement and an estimated \$4 million of carbon credit sale value to participating producers.

A Pork CRC-supported life cycle assessment by Stephen Wiedemann of Integrity Ag Services has predicted that greenhouse gas emissions of Australia's pork production could fall from 3.6kg (in 2010) to near 1.3kg of CO₂ equivalents per kilogram of pork produced by 2020/21.

Pork CRC consult-

ant and former CEO Dr Roger Campbell believed this was due to the uptake of biogas capture and use from effluent and increasing productivity by the herds and businesses that will represent the industry in 2020/21.

Pork CRC's Bioenergy Support Program has been a producer-steered technical support program to enable biogas adoption across the Australian and New Zealand pork sectors.

The BSP conducted industry-tailored research to provide technical know-how for producers, industry service providers, consultants and regulators to assist in the planning, design, construction, commissioning and operation of piggery biogas systems.

The research and technical support of the BSP drew heavily on contributions by Pork CRC biogas demonstration piggeries, established as part of the BSP initiative.

A recent national piggery biogas survey pro-

vided useful data on current and future biogas adoption interest and statistics, which indicated considerable ongoing interest in biogas benefits, including from smaller piggeries.

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Aussie Pumps heavy-duty cast iron GMP self-priming semi-trash pumps, showing the clean-out port. The port below the suction intake allows the pump to be cleaned or unblocked without disconnecting pipework.

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Australia prepares its pig health industry for ASF and other diseases

DR David Williams briefed over a hundred vets and animal health industry representatives about the devastating effects of African swine fever at Australian Animal Health Laboratory's annual Emergency Animal Diseases Symposium.

African swine fever is a deadly disease in pigs which has a devastating impact on all pig farmers in countries where the disease is present.

Thanks to our strong border protection systems and stringent biosecurity measures, this disease hasn't crossed Australia's borders.

However, to maintain our good record, it remains vitally important to monitor global movement of emergency animal diseases and educate animal health workers to be on the lookout for unusual signs of disease.

Dr Williams presented

the latest information about the recent spread of ASF into China, including the immediate concern about the possible spread of ASF to other countries in the South-East Asian region.

The discovery of ASF in the remote Siberian city of Irkutsk in March 2017 foreshadowed the recent appearance of the disease in China, home to almost half of the world's population of domestic pigs.

Dr Williams said these outbreaks in China are potentially disastrous for pig farming and pork production in a country that has the highest per capita consumption of pork in the world.

"To date there have been 36 outbreaks of ASF in China reported to the World Animal Health Organisation by the China Animal Disease Control Centre and over 160,000 pigs have died or been culled as part of control

efforts," Dr Williams said.

"There is currently no vaccine available to prevent this disease and so animal health authorities now face a daunting task to control the disease, inspecting millions of pigs at farms, markets and abattoirs across China."

ASF is caused by a virus infection that only affects wild or domestic pigs.

It is not a human disease and human consumption of infected pork is harmless, but the effect on pig populations is devastating.

In domestic pigs and wild boar, infection causes a skin rash, severe internal bleeding and the accumulation of fluid in the lungs.

For most pigs, this is fatal.

The virus is very hardy and can survive for months in chilled or frozen meat, cured hams or sausages, though cooking will inactivate the virus.

It can also survive for long periods in the environment in pig excretions, such as faeces or urine, and in blood, which can contain very high amounts of the virus.

"Pigs can therefore become infected by eating contaminated food, direct contact with other infected pigs, or from contaminated soil or farm equipment," Dr Williams said.

"A major factor in the spread of the disease is human behaviour and activities.

"Illegal movement of pigs or pork products across borders by traders or foreign workers, improper disposal of food waste at entry ports, swill feeding and the illegal sale of pigs from infected herds all contribute to the spread of ASF."

Of major concern now is the potential for the further spread of ASF throughout South-East Asia, and the socio-economic consequences if this were to happen.

Further spread into the region seems inevitable, and the recent detection of ASF DNA in food brought into South Korea by a returning traveller from China highlights the risk to nearby countries.

Scientists at CSIRO's Australian Animal Health Laboratory are watching disease movement closely and participating in regional activities, as all countries in the South-

East Asian region are now on high alert for ASF.

For example, Dr Williams recently attended an emergency meeting convened by the UN's Food and Agriculture Organisation to address regional preparedness for ASF.

"The most urgent action needed now is for at risk countries to ensure they are prepared to deal with an incursion of ASF," Dr Williams said.

"Key elements include the capacity to perform rapid field investigations and laboratory diagnosis for early detection of ASF.

"Underlying this is an effective veterinary service and a sound understanding of the pig farming and production, which may be complex and involve cross-border trade.

"There is no question that China and the region are facing a major threat to food biosecurity.

"The fight against ASF will be won through shared responsibility for implementing preventative measures, as well as open, collaborative and co-ordinated outbreak response, involving all affected or at-risk countries."

For Australia, this is a timely reminder that maintaining our excellent biosecurity practices is of utmost importance to ensure we are fully prepared to swing into action should an emergency animal disease be detected.

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Pork Queensland Inc AGM December 13

pork
QUEENSLAND INC.

President's Perspective

by JOHN COWARD



PORK Queensland Inc will hold its AGM via a tele meeting on December 13, 2018 at 7pm.

Current members will receive a notice by email, however any potential new members are welcome to join the meeting in the interest of joining the organisation.

If you would like call details, please contact me directly.

PQI is aware of the extreme pressure the industry is facing with the impacts of market supply and the ongoing drought.

The organisation provides representation for all types and levels of pig farming in Queensland and holds positions on government and industry reference groups, considering issues around regulations, biosecurity, animal welfare and disaster relief.

Our organisation also holds membership with Queensland Farmers' Federation to gain a greater voice with other intensive animal industries.

PQI is currently investigating the roadblocks around producers trying to gain access to state and federal support to overcome the impacts of the drought.

Results will be used to review the current application and eligibility process.

PQI works closely with Australian Pork Limited on issues such as the reviews around licence fees for piggeries, including the collection of biogas.

The current directors include John Riley, Laurie Brosnan, Paul Taylor, Robyn Boundy and me.

Persons wishing to nominate for a director position should contact me at john.coward1@gmail.com or phone 0407 622 166.

I would also like to thank producers and industry associates who have supported our recent membership drive.

Having a larger and more diversified membership provides greater impact when meeting with ministers on industry issues.

A conversation about consumers

AS Australian pig farming moves relentlessly, or, as some would have it, arguably, towards more animal welfare-friendly production systems, how consumers behave at the meat counter and the checkout when selecting their protein of choice will become the real measure of sustainable and profitable 'progress' for our piggeries.

With that in mind, and being part of numerous conversations on that subject with my work in the pork and beef sectors in particular, I was intrigued with the editorial below, first published mid-October on The Conversation and co-authored by University of Sydney PhD student Amelia Cornish and Professor of Animal Behaviour and Animal Welfare Science Paul McCreavy.

Read on. "Australians clearly care about animal welfare: our research has found 92 percent of shoppers in Sydney considered animal welfare to be important.

However, when we look at the distribution of market share of so-called high-welfare foods in Australia, we get a varied picture.

Aussie shoppers seem to care far more about free-range eggs than the living conditions of pigs, cows and broilers (meat poultry).

Free-range eggs now account for more than 40 percent of all eggs sold in Australia.

This contrasts with only a 14 percent market share for free-range poultry and even less for pork, with only 5 percent



Cant Comment
by
BRENDON CANT

coming from pigs raised outdoors.

Modern Australians are far removed from the production of their food.

Around 95 percent of meat chickens and pigs eaten in Australia live on intensive farms, where huge numbers of animals are kept in small enclosed areas.

This means we are largely divorced from the price animals pay in becoming our food.

If we care about the welfare of the animals we eat, why don't we buy foods that come from animals that were treated well?

And why are we buying eggs that reflect higher welfare but not other animal-based foods?

This incongruence is an example of what is referred to as the attitude-behaviour gap, or the dis-

parity between what we say and what we do.

Many of us love animals, but buy the cheapest meat at the supermarket.

This may be simply because all the different labels about welfare standards are too confusing, or it might be a consequence of the considerable price disparity.

We also know when a researcher asks shoppers if they'd pay more for free-range, he or she may receive disingenuous answers.

We often like the idea we'll do the 'right' thing, and until we're forced to put our money where our mouth is, it costs nothing to say we would behave honourably.

Even with the best intentions, it can be hard to know how the cows and pigs we eat are raised.

Australian legislation doesn't require producers to disclose fully their farming methods, such as the use of sow stalls.

Sow stalls are highly confined housing that pregnant pigs are kept in.

Promisingly, Australian Pork Limited has said Aussie farmers are voluntarily phasing them out.

Shoppers can easily be left in the dark about the animal welfare implications of certain foods or, worse, misled by an array of labels, claims or certifications that are essentially meaningless.

When it comes to pork and bacon, Aussie consumers are afforded no legally enforceable definitions for pig husbandry systems.

Currently, upwards of 95 percent of all pigs grown in Australia have

no outdoor access. When pigs are reared indoors, their stocking densities (number of animals per unit floor area) have a direct impact on farmers' profit margins.

Overcrowding and tail-biting in confined pigs are among the chief welfare concerns that drive consumers to pay a price premium for free-range pork and bacon.

But there is a growing trend towards use of the rather opaque term 'outdoor-bred'.

This denotes that piglets are born outdoors, but when weaned, at about 21 days of age, they are transferred to sheds where they spend the rest of their lives.

Unfortunately, most consumers are unaware of the true conditions behind this label and think it indicates the animals spend all their lives ranging freely.

Bred free-range is such a misleading term that Australia's consumer watchdog has pushed for the inclusion of the words 'Raised indoors on straw' to make it clearer to consumers that the pigs are born outdoors but raised indoors from weaning until slaughter.

The stocking densities on Australian farms are governed by the Model Code of Practice for the Welfare of Animals: Pigs.

However, for outdoor pigs, the code only offers 'recommended' maximum stocking densities. Thus there is really no way of knowing how much space 'free-range' pigs occupy, unless you study the details of accreditation or assurance schemes.

Australian shoppers now see plenty of information

on egg cartons, which raises our awareness and, in turn, the demand for higher-welfare eggs.

This high demand lowers the price, and the attitude-behaviour gap shrinks a little when it comes to eggs.

Free-range eggs sell at a lower price premium than other high-welfare animal-based foods.

For example, intensively farmed cage eggs will cost you about \$3.50 per dozen, yet for just an extra dollar or two you can buy free-range eggs.

This contrasts sharply with intensively farmed chicken meat, which will generally cost you \$7 per kg for breast fillets, while the free-range counterpart sits at around \$16/kg.

If you are confused about this disparity, so are we!

That's why we are exploring the extent of the attitude-behaviour gap in Australia and have launched an online survey.

We need you to tell us how labelling around animal welfare influences your shopping decisions.

Welfare-friendly shopping involves avoiding foods that have been produced using practices such as so-called battery cages (for egg production) and sow stalls (for pork production).

With the attitude-behaviour gap in mind, it's important to find higher-welfare products by looking for labels such as RSPCA Approved Farming Scheme, Humane Choice or FREPA, just to name a few.

But we should also be demanding clearer labels."

Australia officially ratifies TPP-11 trade deal

AUSTRALIA has ratified the Trans-Pacific Partnership (TPP-11) trade agreement, making it the sixth country to officially join the historic deal.

With six countries now having ratified the agreement, the 60-day countdown for the agreement to come into effect has begun.

It will enter into force on December 30 this year.

Australia joins Canada, Japan, Mexico, New Zealand and Singapore as part of the first group to ratify.

The TPP-11 removes 98 percent of tariffs for the 11 signatory countries and covers 13 percent of the world economy.

Alongside the first six countries already ratified, the agreement will include Brunei, Chile, Peru, Malaysia and Vietnam.

Australia's ratification came within a day of the November 1 deadline.

Having formalised the agreement prior to the deadline will mean Australia will be party to two tariff cuts on December 30, 2018 and January 1, 2019.

Federal trade minister Simon Birmingham

said the TPP-11 was one of the most comprehensive trade agreements in Australia's recent history.

"Australian exporters of industrial products such as iron and steel, leather and paper products and medical equipment, who currently sell \$19 billion worth of products to TPP-11 markets, will be able to grow their businesses without facing a tariff disadvantage," Birmingham said.

Birmingham said modelling showed Australia is forecast to see \$15.6 billion in net annual benefits to national income by 2030 from the TPP-11.

"Australian farmers and businesses will particularly benefit from new high-quality free trade agreements with Canada and Mexico, our first ever with these two of the world's top-20 economies," he said.

"For example, the agreement will provide new access to the Canadian market for our grains, sugar and beef exporters.

"It will open up the growing Mexican market for our pork, wheat, sugar, barley and horticulture producers."

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Jefo announces Dr Avril Grieve as Technical Sales Representative for Australia and New Zealand

JEFO, a global leader in high-performance non-medicated nutritional solutions for animals, recently announced Dr Avril Grieve will join the Jefo Australia team as Technical Sales Representative – Monogastrics, effective November 19, 2018.

Jefo Australia managing director Wayne Bradshaw said, “Avril will be an outstanding asset to the Jefo Australia team.” “She is well known in pig and poultry industries and her technical background and training will provide incomparable support to Jefo’s clients in Australia and New Zealand.

“Avril will also work very closely with Jefo’s International Monogastric R&I teams in what Jefo calls Applied Scientific Curiosity.”

Jefo Group president and founder Mr Jean Fontaine said how proud he was that Avril has decided to join the Jefo team.

“Avril is a nice person with great knowledge of the industry,” he said.

“She is a fantastic asset to our team led by Wayne Bradshaw, who has been

working with our strategic partners within Australia/New Zealand for 14 years now, and our commitment is stronger than ever.

“Jefo is working on some exciting projects that will be launched within the next few months.

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“Jefo is committed to the advancement of the global intensive farming industries through proven scientific solutions and Dr Grieve’s appointment is another great addition to the Jefo family,” Mr Bradshaw said.

“Avril will join Dr Marcio Gonçalves and Dr Roger Campbell, who were recently appointed as Global Technical Manager – Swine and International Swine Consultant, respectively.”

Avril brings with her a Bachelor of Agricultural Science (Animal Science) and a Bachelor of Arts (Psychology).

She furthered her education by completing a Doctor of Philosophy titled ‘The role of protease in

unlocking the nutritive value of sorghum grain for pigs’ at the University of Queensland.

In addition, she has just completed her Graduate Diploma in Education (Secondary).

She has worked in Australian and New Zealand intensive industries for 15 years and has knowledge in all areas of monogastric production including genetics, nutrition, animal health and research, development and extension.

Avril also has extensive experience in nutritional technical product management including exogenous enzymes, premix formulation and probiotics.

Furthermore, she has over six years of experience in sales account management.

When asked about her new appointment, Avril said, “I have always been impressed with the Jefo product line, the team and their commitment to animal science.”

“I am looking forward to my new position at Jefo where I can further develop my skills, take on interesting projects and challenges and continue

to work with and support people in the monogastric industry.”

Avril can be contacted on 0475 001 123 or at agrieve@jefo.com

About Jefo

Founded in 1982 by Mr Jean Fontaine, Jefo is a family owned company headquartered in Saint-Hyacinthe, Quebec, Canada.

With offices in four continents, Jefo employs over 320 people worldwide and commercialises its products in 80 countries.

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For further information, please visit jefo.com



Dr Avril Grieve with Jefo Australia managing director Wayne Bradshaw.

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AUSTRALIAN
Pork

Recipe



Prep time 15 min
Cook time 15 min
Serves 4

Pork sausage, zucchini and tomato spaghetti

INGREDIENTS

- 400g spaghetti
- 2 tablespoons olive oil
- 500g thick Italian-style pork sausages
- 1 medium red onion, cut into thin wedges
- 2 garlic cloves, crushed
- 300g zucchini, diced
- ½ cup dry white wine
- 200g tomato medley or cherry tomatoes, halved
- 1 tablespoon lemon juice
- 1/2 cup flat-leaf parsley leaves, roughly chopped
- Extra virgin olive oil, grated parmesan and lemon wedges, to serve

METHOD

1. Cook spaghetti in a large saucepan of boiling water following packet directions. Drain and set aside.
2. Meanwhile, heat 1 tablespoon oil in a large heavy-based frying pan over medium-high heat. Snip the top off the sausage casings.

Squeeze small rough pieces of the sausage meat into the pan and cook, turning often, until golden and almost cooked through. Transfer to a plate and set aside.

3. Add the remaining 1 tablespoon oil to the pan and heat over medium-high heat. Add onion and garlic and cook, stirring often, for three to four minutes until onion is tender. Add zucchini and cook, stirring occasionally, for two minutes. Add wine and cook for one minute.

4. Return sausage pieces to the pan, cover and cook over medium-low heat for four to five minutes until hot. Toss through tomatoes and cook, tossing occasionally, until hot. Season with salt and pepper to taste.

5. Add the spaghetti to the sausage mixture and toss over medium-low heat until hot. Toss through lemon juice and parsley. Drizzle with extra virgin olive oil, sprinkle with parmesan and serve with lemon wedges.

For more pork recipes, visit pork.com.au

Embracing agtech: nine practical ways to develop agtech solutions worth adopting

INNOVATION in agriculture is not a new phenomenon – in fact, Australian farmers are considered among the most innovative in the world.

New AgriFutures Australia research has uncovered barriers to agtech adoption and ways farmers and other sector stakeholders can create valuable agtech solutions.

A new AgriFutures Australia-funded report 'Accelerating the development of agtech solutions worth adopting' by advisory firm AgThentic addresses the knowledge

gaps in relation to Australia's agtech ecosystem, specifically in relation to how farmers interact with and adopt agtech solutions.

The report acknowledges the barriers farmers face interacting with agtech and seeks to highlight opportunities for entrepreneurs, farmers, researchers and the service sector to understand the needs of each group and build relationships to drive the development of better technologies in the agricultural sector.

AgriFutures Australia Program Manager, Re-

search and Innovation Jennifer Medway said the report is key to unpacking how all parts of the agtech ecosystem can better work together to achieve mutual benefits.

"Australia is on the cusp of realising the opportunities agtech brings," Ms Medway said.

"To date we have focused on the end product, the deal flow or technologies themselves – this report offers new insights into the engagement model between end users and start-ups, and highlights opportunities to improve technology development

for the sector." AgThentic's Sarah Nolet offers a global perspective on the agtech ecosystem and is quick to point out that agtech is well and truly on the map in Australia.

"The new wave of innovators, products and services rolling out across the globe are ripe for the picking and have big potential to help Australian agriculture increase profitability, meet changing consumer demands, reduce negative environmental impacts and create new career opportunities in regional communities," Ms Nolet said.

"What we need to work on, though, is harnessing the momentum and pointing it towards the development of solutions that solve real problems for farmers.

"Entrepreneurs and new technologies can bring value to Australian agriculture, but they cannot do it alone."

Push and pull factors associated with agtech adoption are explored in the new report, and insights are offered into why technologies fail to solve real problems in a practical way, leaving producers frustrated and unconvinced of the value of agtech.

The report also questions agtech value propositions, suggesting they are missing the mark, but

digs deeper to understand the challenges associated with the complex agricultural environment.

The end result is nine practical and actionable opportunities that have the potential to accelerate the development of agtech solutions worth adopting.

AgriFutures Australia is on an ambitious path to support the maturity of the agtech ecosystem in Australia.

Key to this is ensuring the value of agtech is recognised and the best products are brought to market.

EvokeAG, to be held in Melbourne from February 19-20, 2019, will be a milestone event for the research and development corporation and will connect people across the agriculture sector to change the conversation about the future of food and farming.

"We know digital technologies alone hold the potential to increase the gross value of production by over \$20 billion, an increase of 25 percent," Ms Medway said. "We've only just begun to scratch the surface when it comes to the benefits agtech can offer our rural industries."

The evokeAG program launched on October 31, 2018 and early bird tickets have been extended to November 11, 2018.

For more information, visit evokeag.com

Dry September hits winter crop prospects

AUSTRALIAN winter crop prospects deteriorated during early spring following unfavourable seasonal conditions in most cropping regions, according to a preliminary assessment conducted by ABARES.

ABARES executive director Dr Steve Hatfield-Dodds said the September edition of the Australian crop report had identified a lack of timely rainfall in early spring and frost events as key risks to winter crop prospects.

"Unfortunately, September rainfall was very much below average in many cropping regions and there were significant frost events in southern NSW, Victoria, South Australia and Western Australia," Dr Hatfield-Dodds said.

"October rainfall benefitted crop prospects in southern NSW, southern Wimmera in Victoria, southern South Australia and Western Australia.

"On balance, however, the benefits of October rainfall are expected to be much smaller than damage that resulted from the unfavourable seasonal

conditions during September.

"We expect 2018-19 winter crop production to be around 15 percent lower than our September forecast of 33.2 million tonnes.

"Wheat is now expected to come in about 13 percent lower than our September forecast.

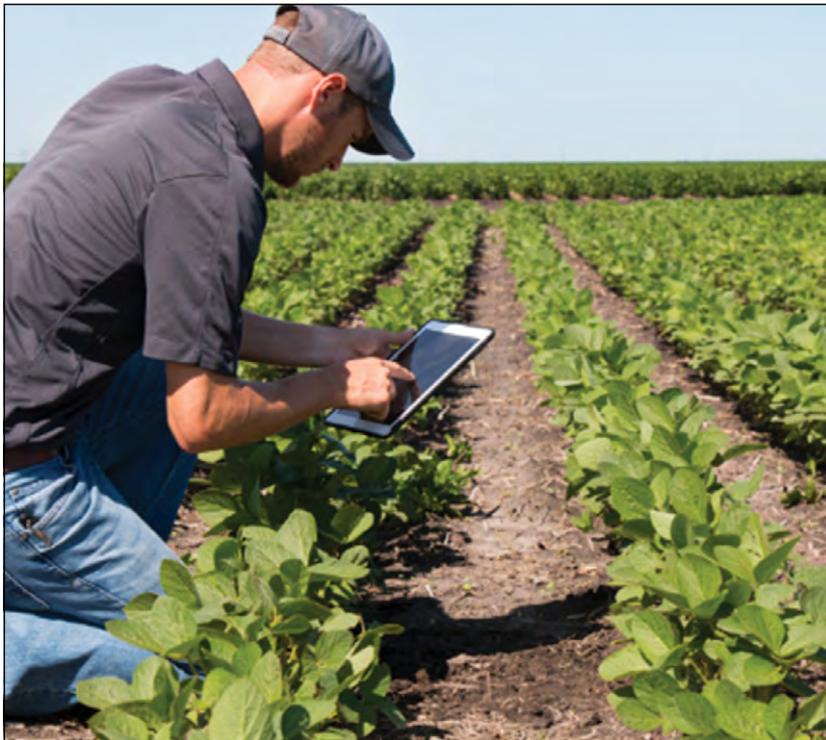
"The story is similar for barley production, down an expected 17 percent, and canola production, down an expected 20 percent."

Dr Hatfield-Dodds said the most significant falls in crop prospects occurred in Victoria and South Australia.

"Winter crop area devoted to grain and oilseed production is estimated to have fallen by about 8 percent because a higher than planned area was cut for hay," Dr Hatfield-Dodds said.

ABARES is continuing to monitor the progress of 2018-19 winter crops and will publish a detailed assessment in the Australian crop report on December 4, 2018.

Full details of revised winter crop production estimates are available on agriculture.gov.au/abares



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Farmers asked to report worker shortages in campaign for Ag Visa

LAST summer, Hobart region strawberry grower David Jennings was forced to leave 350 tonnes of strawberries to rot because he could not find enough workers to pick them.

Likewise, Perth berry farmer Anthony Yewers had no choice but to forsake 30 percent of his mixed berry crop.

These stories and more are being shared as part of a new campaign by the National Farmers' Federation to highlight the critical need for an agricultural-specific visa (Ag Visa).

NFF president Fiona Simson said the peak body was buoyed by Prime Minister Morri-

son's recent re-commitment to bringing an Ag Visa to fruition but more work was needed.

"The Government requires additional information about the extent of agriculture's labour shortage crisis and exactly what jobs are going unfilled," Ms Simson said.

"We know stories like that of David, Anthony and their families are all too common but we need the hard data."

Ms Simson said the NFF was calling on all farm employers to complete the National Harvest Labour Information Service survey.

"The one-page form asks farmers how many workers they require and

for what tasks," she said. "It should take no more than 10 minutes to complete."

The NFF has been advocating for an Ag Visa for almost two years, to complement the existing visa programs used by farmers.

Ms Simson said when there was a lack of domestic labour, farmers sourced international workers through the Working Holiday Maker Visa Programme and the Seasonal Worker Programme.

"Our strong preference is to see Australians filling Aussie farm jobs," she said.

"However, lots of farm work is labour intensive, not available all year round and therefore not suited to some Australian job seekers.

"The Working Holiday Maker Visa and the Seasonal Worker Programme are successful to an extent but they cannot adequately meet agricul-

ture's labour needs."

An Ag Visa would diversify the countries from which workers are sourced, and allow visa holders to move between different farm businesses – depending where and when the work is available.

"International workers with a genuine interest in agricultural work would be encouraged to apply for an Ag Visa and be assisted to transition from unskilled work to skilled positions," Ms Simson said.

An Ag Visa is intended to complement the Working Holiday Maker Visa, the Seasonal Worker Programme and the many initiatives designed to see more Australians take up farm jobs.

"At the heart of the agricultural visa program is the building a long-term farm workforce, including pathways to permanent residency for successful ag visa holders and their families," Ms Simson said.

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when hoses wear, instead of product being mixed with lubricant, risking contamination and requiring a messy and expensive lubricant replacement.

Ragazzini hose pumps are also capable of handling solid particles, can run dry without damage and only the tube element comes in contact with the fluid.

These elements are also easier to replace than those pumps needing their casings to be filled with lubricant.

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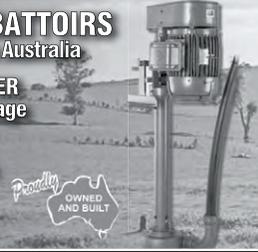
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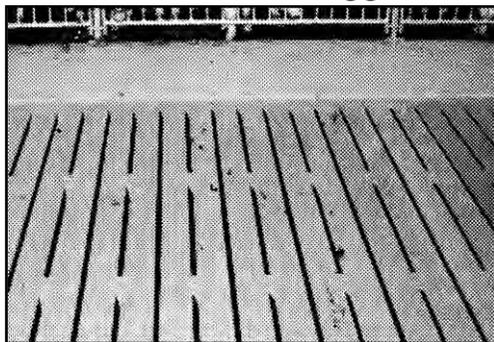
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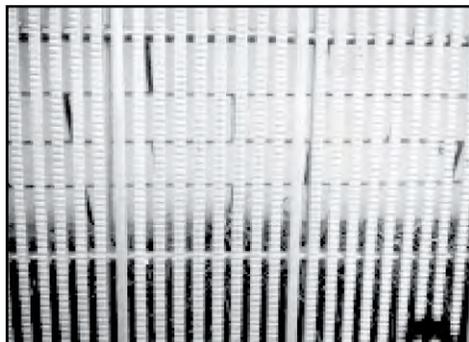
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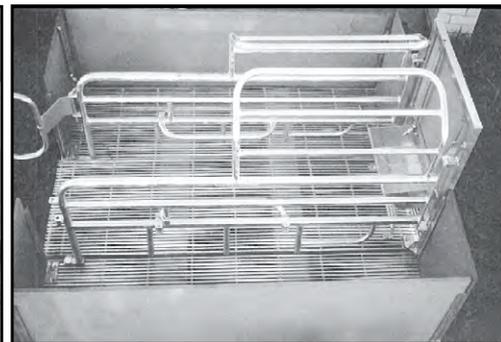
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Radical foods a key item as agrifood tech event releases inaugural program

ARE we ready to start consuming meals from the lab instead of the paddock?

With scientists working towards producing finless fish and chickenless eggs, this dilemma could soon be a reality.

This is just one of the many topics that will be discussed with a number of world-class experts at evokeAG, to be held in Melbourne in February 2019.

The trailblazing, two-day event run by AgriFutures Australia will look at the important role Australia will play in creating and transforming the foods and farms of tomorrow.

Under the theme of 'Food Farm Future', the newly released program will include masterclasses, breakout sessions, industry speakers and support for start-ups and agrifood tech businesses.

Emerging new industries across the agrifood tech spectrum will also be discussed, such as the role of robotics in farming, solutions for the water crisis and why we could one day be serving up a plate of grasshoppers instead of steak as an alternative protein.

AgriFutures Australia general manager, Communications and Capacity Building Belinda Allitt said the global event will bring together leading experts to discuss just what future generations will consume and how it will be produced. "The timing of this event coincides with one

of the toughest droughts ever faced in Australia and we know that science and technology could play an important role in finding a solution," she said.

"The evokeAG program has been almost a year in the making and we can confirm it will be the most dynamic agrifood tech event Australia has seen.

"The sessions are thought-provoking, urgent and will ignite conversations that every single person and organisation involved in agrifood tech should be having."

Over two days, 50 guest speakers will take to the stage to discuss topics such as the popularity of nutrition, health and wellness markets, advances in wine production, the role of genetics and cell biology in agrifoods, robotics, global venture capital investments as well as insight into the buying trends of Millennials and Gen Z.

There will also be a focus on alternatives to traditional agricultural methods and why we need to evolve our farming practices.

Systems such as 'vertical farms', where empty warehouses are used to plant crops instead of paddocks, could become a future source of fresh produce in urban areas.

State-of-the-art farms are already being trialled in the US and have been able to achieve higher yields per square metre but with 95 per cent less water.

Another dynamic element of the two-day event will be the Pitch Tent forum where both Australian and international producers and start-ups will vie for a slice of the \$35,000 and in-kind prize pool as they pitch their problems and ideas to national and global thought leaders.

Ms Allitt believes there is genuine international interest in what's happening here in Australia.

"As a nation, we are a trusted producer of foods and innovations and evokeAG will serve to further enhance our knowledge to lead in this rapidly evolving sector," Ms Allitt said.

"Whether you're a farmer, an entrepreneur, an investor, a start-up, a technology expert, a business owner or are just passionate about what's next for Australian agriculture, evokeAG is for you."

evokeAG 2019 will take place in Melbourne at the iconic Royal Exhibition Building on Tuesday, February 19 and Wednesday, February 20, 2019.

For full details of the evokeAG 2019 program including key national and international speakers and to take advantage of the 25 per cent discount on early bird tickets (at \$825 per person) available until Sunday, November 11, visit evokeag.com

Follow us: Facebook and Twitter @evokeAG and Instagram @evoke_ag #evokeAG

Mist cooling solutions for piggeries and poultry sheds

OZMIST is an Australian company based in Wangaratta, northeast Victoria.

Since 1999 we have specialised in the manufacture and supply of high-pressure mist cooling solutions.

Misting systems are ideal for cooling piggeries and poultry sheds and have been used for over 40 years. No area is too big, running costs are very low and installation is relatively quick simple as is ongoing maintenance.

Misting systems use the basic principle of evaporative cooling to reduce inside temperatures by up to 10C in a wide range of environments.

The Ozmist system comprises a high-pressure pump module, nylon distribution lines and either lengths of pre-cut and machined stainless steel tube or stainless steel misting rings, which are fitted to the face of high velocity fans.

The high-pressure pump module pressurises the supplied water to 1000psi producing ultra-fine droplets averaging 10 microns in size when forced through the ultra-fine misting nozzles.

The mist 'flash evaporates' and cooling is achieved without wetness accumulating on the animals, floors, equipment and people.

A typical piggery misting system consists of stainless steel misting lines being run from one end of the shed to the other end.

Mist lines are made up of 1200mm lengths of stainless steel tube with a machined groove on each end.

Nozzle unions join the tubes and nozzles hand

screw into these fittings.

The nozzles alternate from side to side along the length of the tube.

The tube is cabled tied to stainless steel cable or to the underside of the roof trusses.

Misting lines are spaced out across the width of the shed at about 6m intervals.

For example, an 18m-wide shed would have three mist lines.

This ensures a comprehensive coverage of the shed without 'hot spots'.

Mist fans are another option to provide extremely good cooling in large spaces.

Stainless steel misting rings with six nozzles are cable tied to the face of high-velocity fans and connected to our high-pressure pump modules.

How do Ozmist systems work?

As the temperature inside the shed rises above 28C, the mist pump is switched on, either by a thermostat controller or in some cases the existing shed controller.

As the mist leaves the nozzle, it evaporates and absorbs the latent heat in the air, which in turn cools the hot air.

The cooler air falls to ground level, displacing the hot air.

This continuous cycle of natural convection ensures an even spread of temperatures from the mist lines down to ground level without any mechanical circulation.

To avoid the risk of the humidity rising to unacceptable levels, the side curtains will need to be lowered on either side of the shed.

How far the curtains need to be dropped differs from shed to shed but lowering the curtains 500mm would be a good start.

The idea is to get the mist to evaporate and do its job without 'clouding' inside the shed.

If the mist clouds up inside the shed you will need to open the curtains a little more, and if it evaporates too quickly you should reduce the opening to get the most from the system.

Water filtration is critical to the system's performance.

Ozmist has a range of products to ensure the system operates with a minimum of fuss and disruption.

Details can be found following.

Our equipment

Ozmist manufactures and stocks the largest range of quality misting equipment in Australia.

We keep a large stock holding all year round and dispatch custom build systems in under two weeks.

Following is a brief outline of our main piggery-related products.

Pump modules

Built by Ozmist and supplied in a stainless steel cabinet, pump modules are available with single and three-phase motors.

We also have inverter models that have distinct advantages when operating more than one shed.

Our pumps are equipped with inlet solenoid valves to control incoming water, a low-pressure switch that registers water flow and stops the pump if the flow and pressure drops outside its range, a high-pressure industrial pump featuring a cast brass head and ceramic pistons.

Coupled to a heavy-duty motor, we have what we believe to be the most reliable pump on the market.

The internal components of the pump are machined from stainless steel and ceramic and can be rebuilt multiple times.

Modules also have twin 10" water filters fitted to the rear of the cabinet.

Five-micron and 10-micron sediment cartridges are included.

Carefree Water Conditioner

Essential if operating on bore, dam or channel water.

The Carefree unit has proven itself beyond doubt in helping to keep misting nozzles clear of calcium and other minerals that can build up and cause blockages.

C50 Trimline Bag Filters

Essential on systems using dam, channel or bore water.

The C50 has a removable, washable filter bag.

Filtering with a C50 helps protect and add longevity to the 10" cartridge filters on the back of the pump module.

Thermostats/humidistats/timers

Digital displays and fully programmable to control your misting system.

The Ozmist pump module may also be controlled by an existing controller that sends a 240V signal.

Dosing Modules

To combat insects and for aerial disinfection.

Designed as an addition to an Ozmist pump module, the Dosing Module dispenses measured amounts of water-soluble products into the water supply before the pump.

An inbuilt timer is programmed to start and stop at preset intervals for pre-set periods of time.

The enclosure has all the plumbing and non-return valves plumbed into the dosing pump and the timer wired to a plug ready to go.

Quick Fit misting lines

These are fabricated from 304-grade stainless steel tube.

For ease of shipping and installation the tubing is supplied pre-cut with each end machined to fit inside one of the large range of Quick Fit fittings.

Tube lengths vary depending upon the application, though 1200mm is the accepted length of tube for animal cooling.

Quick Fit fittings

These are machined from solid brass and then chrome plated.

They have an internal O ring that seals onto the tube and a grub screw that is tightened to lock into the machined groove on the end.

Nozzles

Our standard size nozzle is 0.2mm with a flow rate of 0.056 litres per minute.

If we say a pump is an Oz125ci, this indicates it is capable of running 125 x 0.2 nozzles at 70 bar or 1000psi.

We also have a 0.15mm nozzle, a 0.3mm nozzle and a 0.5mm nozzle.

The higher the number on the nozzle, the higher the flow rate.

Standard nozzles are chrome-plated brass with a stainless steel face.

We also stock full 316-grade stainless steel nozzles for corrosive environments.

Mist line support

We support most of our systems on 3mm stainless steel cable, which is then fixed to the building structure and tensioned at either end.

We then cable tie the tube to the cable and support the weight as required.

If the roof trussed are low enough you can fix to the underside.

The Quick Fit stainless

continued P19

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from P18

steel lines will self-support over 2.5m.

Droppers can also be made from 5mm gal-coated rod with a bend at each end.

FAQs – What sort of temperature reduction can I expect?

The short answer is 10C on the outside ambient.

If you control the curtain openings correctly you may get up to 12C.

Are pumps single phase or three phase?

All size pumps up to the Oz270 are available in single phase.

Pumps from the Oz125 to the Oz320 are available in three phase.

Three phase are a better choice if available, especially if you have an unstable power supply.

Why does Ozmist use stainless steel tube when other suppliers use nylon tube?

Ozmist made the decision to use stainless steel back in 2010 when our main supplier offered us the Quick Fit system.

At the time we were not happy with the Push Lock fittings available.

After extensive testing we found the stainless steel was very easy to use, was leak free, self-supported over 2.5m without sagging and was not affected by sunlight.

Nozzles will never twist as the grub screw locks the fitting in place and the cost between systems is very similar.

Push lock fittings, on the other hand, regularly twist with the pressurising and depressurising of nylon misting lines, sag when not fixed every 500mm, will often leak when first installed and can come apart over time.

Isn't stainless steel more expensive?

Not really.

A Quick Fit system will

work out around the same price but it will be there forever.

It won't sag and the fittings will not twist.

Can multiple sheds be connected to a single pump module?

Yes, as long as the internal ambient temperatures are similar, as you can only use one temperature controller in one shed to run the system.

Another consideration is pump capacity.

The largest pump we build is three phase and will supply 320 x 0.2mm misting nozzles.

The largest single-phase pump can handle 270 nozzles.

What happens if I want three sheds connected to one pump but I want to turn one line off? Will this damage the pump unit?

As with any positive-displacement three-piston pump, there needs to be a minimum water flow going through the pump to ensure the head doesn't overheat and seals are damaged.

Ozmist recommends 60 percent of the maximum discharge.

Ozmist now builds 'VFD Inverter' pump modules.

The inverter series are single phase into the inverter, which runs a three-phase motor.

A transducer is built into the system to restrict pump pressure to 70 bar.

If lines are shut down in the system, the transducer restricts the motor rpm to maintain 70 bar.

We can reduce the flow rate down to 30 percent of maximum with no overheating issues or risk of damage to the pump motor.

What is the minimum water pressure and flow rate required at the pump module?

Our pumps require a

minimum in-flow pressure of 20psi and a flow rate greater than the maximum output of the pump.

Gravity pressure is rarely great enough to satisfy the pressure requirement and a transfer pump will be required.

Can bore, channel or dam water be used?

Water quality is our biggest problem but it can be overcome with a series of filters and water conditioners.

Where bore/channel water is used, we always recommend the customer fit a Trimline C50 Bag Filter with a 25-micron filter weave.

We also recommend a Care Free Water Conditioner is built into the system to protect from calcium and dissolved minerals in the water.

How do I know how many litres of water per hour my system will use?

Our standard nozzle is known as the 0.2 and has a flow rate of 0.056 litres per minute.

Once you know how many nozzles you have in the system, multiply this by 0.056 to find your litres per minute.

How many misting lines will be required?

When designing a misting line system, we aim for a 6m minimum spacing between lines.

The outside lines closest to the side of the building are set in at least 3m.

An example is based on an 18m-wide shed.

We would place the two outer lines 3m off either wall and then a line at 9m.

This would be three lines in total.

Nozzles are normally spaced 1200mm apart.

Will the humidity build up in my shed?

Yes, it can.

Each shed is different and getting the maximum benefit out of the system will be determined by the operator on site.

Where normally the curtains will close complete-

ly on very hot days, with an Ozmist system you will need to open the side with the prevailing breeze up about 500mm.

On the other side you may have to drop the curtain a metre.

By opening the curtains you are allowing fresh air to be sucked through the shed and mix with the treated air, keeping humidity levels down.

The height to which you open the curtains will need to be experimented with on site but you quickly know what works best.

Who installs the system?

The system can be installed by virtually anyone, with no trade required unless you are connecting to the electrical system for the pump power supply.

Tools required: cordless drill and some screws, a 3mm Allen key to bolt the tube and fittings together and a pair of shifters for the nylon tube connections.

You won't need much more than that in most cases.

Warranty

All items supplied by Ozmist are subject to a 12-month warranty.

On industrial pump modules we offer a two-year warranty (providing services are completed every 500 hours).

Anything else I should be aware of?

Don't over complicate!

There is no need to over design what is a naturally occurring process.

Ozmist has supplied hundreds of systems for cooling anything from alfresco dining areas, factories, workshops and agricultural buildings.

We have provided dozens of systems for piggeries and duck-growing sheds and the same principles apply.

For any further information and to get in touch, visit ozmist.com.au or call 1300 306 478.

NFF releases roadmap for industry growth

THE National Farmers' Federation has released a new policy roadmap aimed at propelling agriculture towards \$100 billion in farm gate output by 2030.

The 2030 Roadmap, released recently at the NFF's National Congress in Canberra, calls for co-ordinated action to accelerate the industry's growth.

NFF president Fiona Simson said the Roadmap sends a clear message the industry is ready to do things differently.

"Modelling by Agri-Futures Australia suggests a business as usual approach will see us grow to around \$84 billion in farmgate output by 2030 – but we know that by making smart choices we can go much further," Ms Simson said.

Ms Simson said the drought currently crippling much of eastern Australia underscores the importance of a strong farm sector.

"Right now we're seeing first hand that when farming suffers a seasonal downturn, the impacts are widespread," she said.

"But the converse is also true.

"A thriving farm sector means more vibrant regional communities and more jobs right along the value chain.

"We're lucky to have some great fundamentals fuelling our growth – notably a booming middle class on our Asian doorstep, which values Australian food and fibre.

"At the same time we're facing stiff new competition, as emerging competitors modernise their farming systems and export greater volumes into our key markets.

"We can't take our

growth for granted.

"We need a clear plan and a collaborative effort.

"That's what the 2030 Roadmap seeks to achieve."

Ms Simson emphasised, however, that the 2030 Roadmap was not simply a plan for growth, it also sets a course for a more innovative, safe and sustainable industry.

"By 2030 we want the industry to be advanced on its journey towards carbon neutrality," she said.

"We're committing to back policies and investments that will cement Australia as a global leader in low-emissions agriculture."

"The 2030 Roadmap also sets an aspiration to end on-farm fatalities.

"Last year 41 workers were killed on Australian farms.

"While it may not be feasible to cut this number to zero in the coming decade, we can't aim for anything less."

The aspirations and targets in the Roadmap are the result of detailed industry consultation – including the national Talking 2030 Roadshow which brought together almost 400 industry leaders.

"Our thanks must go to all those who volunteered their time to work with us on the Roadmap," Ms Simson said.

"It's been a true industry-wide approach – from workshop attendees to industry organisations and members who have helped us set our future direction.

"In particular, we also thank Telstra for partnering with us on the Talking 2030 Roadshow and resourcing the enormous consultation effort which underpins the Roadmap."

Ms Simson said the

hard work of delivering the plan begins now.

"We are calling on industry and government to get behind the Roadmap," she said.

"The NFF cannot achieve the aspirations we've set in isolation.

"Success will require a team effort."

Specifically, the NFF is calling on government to commit to a National Agriculture Strategy that will guide supporting policies and investment.

"Government has a critical role to play in delivering on the Roadmap," Ms Simson said.

"We need a co-ordinated commitment from all tiers of government, which isn't subject to short-term political cycles.

"A National Agriculture Strategy – developed in close consultation with industry and endorsed by COAG – is a critical next step."

The NFF will commence an annual reporting cycle to measure performance against the Roadmap.

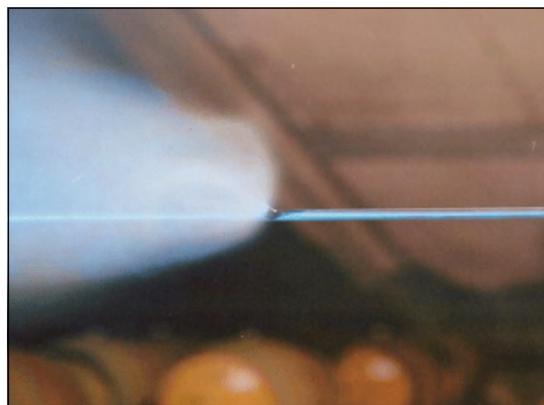
"To keep the Roadmap front of mind for all stakeholders, the NFF will release an annual report card which tracks our progress against key metrics," Ms Simson said.

"This will keep us, the broader industry and government accountable to the plan."

"We're excited to start working with our members and stakeholders on getting this plan under way.

"It marks an exciting new chapter for the NFF and we hope it will play a valuable role in guiding our progress as an industry."

For a full copy of the Roadmap, visit farmers.org.au/news/nff-launches-2030-roadmap









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