

Australian Pork Limited



SUSTAINABILITY FRAMEWORK **2021-2030**



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a note from the CEO

It's about giving back more than we take.

As CEO of Australian Pork Limited (APL), these words are words I repeat over and over, and are ones which I truly stand behind. Furthermore, I know the APL team and wider Australian pork sector are just as committed as I am in making this a reality.

The global animal protein sector often talks about social licence to operate, however for the wider Australian pork industry the goal is societal celebration.

In particular, we believe Australian pork has a great story to tell so the aim is to be celebrated rather than simply accepted.

We intend to be leaders in agriculture for animal welfare, by driving new and impactful research projects.

Australian pork producers are building upon a great history of environmental improvement. Since 1980, they have reduced their carbon footprint by more than 60 percent and water use by 80 percent. Our organisation is focused on finding new approaches for climate friendly farming, with a goal for zero waste by 2025.

This Sustainability Framework outlines how our industry will commit to continuous improvement across the entire pig production system. The ambitions and activity we set will not exist solely as words on a page, they will underpin everything we do and stand by as an organisation, a sector and a team.

It's about giving consumers permission to eat and enjoy our product, and that we do all we can to enable our producers to be as passionate and profitable as possible.

It's about balancing the major factors sustainably to ensure Australian pork remains affordable for shoppers, safe for workers, responsible to the planet, considerate of the animals, nutritious for consumers and viable for our farmers.

It's about being proud of who we are and what we stand for.

And it's about action, results and working together.

MARGO ANDRAE
CEO



AT A
GLANCE

the Australian pork industry and APL

APL is the industry services body providing research, development and extension. We also provide marketing for the industry and represent the industry by providing policy advice and advocacy.

Achievements

second most consumed protein



Australians consume about **11.7 kg of fresh pork** per capita, per annum, and is the second most consumed protein in Australia (when combined with processed pork)

grown the industry



\$5.3 billion (from \$3 billion in 2012) through increased productivity

driving jobs



Australia's pork industry employs approximately **35,000** people

Threats

African swine fever (ASF) remains a real threat to the Australian pork industry, and it's estimated it would cost Australia more than \$2.03 billion if the disease arrives here.

All fresh pork is Australian, but the majority of processed pork is made from imported pork. Look at the country of origin bar chart for a product with at least 90% Australian ingredients to guarantee its made with Australian pork.

Preparedness is a focus for APL. We are working with producers, supply chain, governments at all levels and agencies to ensure our systems for disease control are ready for a swift response, should there be an emergency animal disease outbreak e.g. ASF.

Who we are



our purpose is to enable a thriving pork industry



our headline we are the progressive pork organisation



what we do
• effective marketing
• proactive policy
• impactful research



Audacious vision and goal

Australia's preferred choice protein; Sustainably adding **\$1 billion** to farm gate value by **2025**



Culture

- Human approach to producer relations
- Proactive by nature, reactive by exception
- Whole-of-APL thinking



Values

- Results Driven
- Team Players
- Challengers
- Future Focused



WHO WE
SPOKE TO

the consultation process

This Framework was developed in stages through consultation across APL, industry and within the wider agricultural sector.

We tested underlying assumptions with the Australian community to ensure we are reflecting what they want to see, in order to be confident the Australian pork industry is addressing their concerns.

A dedicated community research project was undertaken, which saw 2,000 Australian community members participate in a survey. In addition, a number of dedicated focus groups were run. The insights gained from the process are reflected in this document.

All of APL contributed to the development of this Framework in recognition that success requires action from all areas of the business. Staff from across the organisation were involved to ensure it captured all the latest intelligence. The executive team have provided substantial input to ensure it reflects the high quality strategy APL is striving to deliver. It reflects the APL vision to say what we do, do what we say and prove it.

The Framework underwent considerable industry consultation. The draft Framework was discussed with our Board committees and feedback was incorporated.

Each state pork organisation was contacted to discuss the preliminary plan and to gather feedback on behalf of their members. The refined version was released to the broader industry from October 2020 to March 2021 with a call to provide feedback through our weekly newsletter.

The core elements of the Framework were presented to industry as part of the Pork In Forums that were held in early 2021. It was also presented at the June 2021 Delegates meeting. Final approval and input was received from the APL Board across several sessions.

APL has worked to ensure that this Framework aligns with others in the agricultural sector. As this is a living document, it will be updated as new information becomes available.

Consultation



community testing



industry engagement



APL board & staff engagement

our sustainability vision



our vision

A thriving Australian pork industry, striving to sustainably produce the pork that people love.



The purpose of the Framework

Sustainability to us means:

- Producing our products in a way that supports both our industry people and our local communities;
- Ensures the highest quality care to our pigs;
- Leaves the planet better than we found it;
- Supporting our producers to receive a fair return on their investment.

The Framework will provide a direction for the Australian pork industry's activities, providing aspirations and a mechanism for tracking progress. It is an industry wide document, incorporating aspects of the pork supply chain to help communicate our sustainability story from paddock to plate.

It takes a wide definition of sustainability, incorporating social, environmental and economic factors that come together to provide a comprehensive understanding of the industry and its activities and how they support the broader goals of modern society.

The Framework reflects the collective position that industry is striving to obtain. It does not place onus on individuals to act, as every farm is different and the feasibility of actions will vary. It encourages action that will aid change at the industry level.

Strategic Theme 4 in the 2020–2025 APL Strategic Plan calls for Leading Community Social Licence through “blazing a trail for Australian agriculture to be sustainably celebrated and making our Australian investors proud of what they do.”

Delivering a measurable and reportable Sustainability Framework is a key way we are delivering on this promise. Working on sustainability goals provide several benefits such as:

- Demonstrating the pork industry's commitment to innovation and growth;
- Providing market opportunities, as international markets are increasingly requesting sustainability evidence and Australian consumers want it too;
- Providing access to more finance options;
- Building community trust in the industry and the product.

There are challenges the industry will need to overcome in order to meet this potential, including:

- Securing a stable workforce;
- Meeting community expectations of higher animal welfare standards;
- Protecting the industry and people from disease;
- Operating in a changing climate and volatile economy.

When our industry is working together, across people, pigs, planet and prosperity, we know we can achieve a strong Australian pork industry that will provide top quality, sustainable protein into the future.

UN sustainable development goals

The United Nations (UN) Sustainable Development Goals (SDGs) are a recognised framework for global sustainability that was introduced in 2015. The aim, to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

Countries and industries provide reporting against the SDGs to track their progress and many companies have taken them up as a means to shape their sustainability aspirations.

SDG targets can be separated into those that represent risks industry activities pose (e.g. greenhouse gas emissions contributing to climate change), and others represent areas where industries can contribute benefits (e.g. towards zero hunger). Both must be considered to ensure a balanced approach.

This Framework has considered both when identifying which SDGs the industry is best aligned with. The Framework has identified five

leading SDGs and three supporting SDGs that the industry can best contribute to and these are highlighted in the graphic below.

The Framework is focussed on Goal 12 as an overarching target that includes water, energy and food, which clearly link to the pork industry.

By focusing on this goal, the Australian pork industry can make a real difference. Pork production is a unique solution to several problems, turning waste into valuable nutrition, without huge impact to the environment.

Focus on SDG 12

SDG 12, *Ensure sustainable consumption and production patterns*, is particularly relevant to the pork industry as we have the capacity to reuse and repurpose inputs and outputs, demonstrating a close to circular system.

This includes taking in food waste, utilising manure for power or as fertiliser to grow crops. It means utilising the whole pig from meat, to heart valves and nutraceuticals just some of the ways Australian pork producers are working to limit wastage and support a circular economy.

The UN highlights why this is so important for a sustainable future:

“Each year, an estimated one third of all food produced – equivalent to 1.3 billion tonnes worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices.

Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.

Sustainable consumption and production is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

Sustainable consumption and production can also contribute substantially to poverty alleviation and the transition towards low-carbon and green economies.”

The relevant targets under SDG 12 are:

12.2 By 2030, achieve the sustainable management and efficient use of natural resources

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimise their adverse impacts on human health and the environment

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.



GRAPHICS FOR RELEVANT SDGs ARE INCLUDED FOR EACH PILLAR TO SHOW HOW WE ARE CONTRIBUTING TO THESE IMPORTANT PRIORITIES.

the development process

This Framework was developed over the course of 2020–21 and will continue to evolve as the industry strives towards its sustainability goals. It is a living document that will change as the industry progresses, to reflect current industry achievement and societal expectations.

The Framework was informed from those who have already made commitments in this area and our industry supply chain partners, such as the grains industry.

It is also built on the extensive feedback collected by APL during the 2020–2025 Strategic Plan process which helped form the foundation of the Framework – the four pillars of People, Pigs, Planet and Prosperity.

To ensure the community's expectations were incorporated, in-depth community research was commissioned to identify and address concerns about the long term sustainability of the industry. A key outcome of this was greater sharing of industry information and for the focus to be on UN SDG 12 around building the circular economy.

Research was undertaken in 2020 to identify key areas where the Australian pork industry should be seeking to increase their activity. This involved utilising the UN's principled prioritisation process to determine the issues of most relevance to the industry as well as some key measures and data sources. This input was incorporated into the Framework.

The Framework will continue to be refined over the course of its lifespan as feedback is received and progress is made towards our goals.



monitoring and evaluation

Whilst this is a fluid Framework, the overarching goals may stay relatively stable, but the targets and measures are likely to shift as progress is made and better sources of data are discovered.

Many of the initial sources of data will rely on industry input which we hope to streamline as the process moves forward. Others will be longer term, requiring special projects or investment to enable.

Some targets will be reported on an annual basis, some will be bi-annual and where no current measure exists, these will be noted and flagged for

priority investigation. We aim to provide an annual update on the industry's progress against all goals. Initial reporting will be dictated by the operating context, both on farm, nationally and in some cases, globally.

Feedback on the process is welcome any time to help us shape the best, most robust and valued Framework for all our stakeholders.

the four Ps

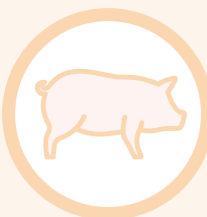
The Australian Pork Sustainability Framework is centred around the four key pillars of our industry. Without one of these pillars existing and working in harmony with the others, the industry wouldn't exist.

This means there is no one pillar more integral to the Framework than the others; all have equal weighting when considering the sustainability of the industry. The four pillars have been central to the industry for many years with the Framework using them to bring to life the vision of the industry to be proactive leaders in the food industry of the future.



People

Building and maintaining advocacy for Australian pork - the product and the sector.



Pigs

A world leader in animal welfare and health.



Planet

A world leader in environmental best practice.



Prosperity

A revolutionary contributor to Australia's economy and those who work within the sector.

Each pillar contains several focus areas that describe the various ways the pork industry impacts, and is seeking to develop within these broad categorisations.

Under each of these pillars, two goals have been set to reflect the broader array of targets and measures beneath them. These goals reflect the two key audiences of the Framework and their expectations – pork producers and the Australian community.


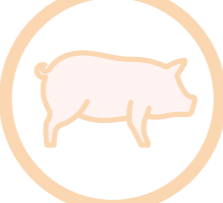


All have been rigorously tested to ensure they accurately reflect the needs of these groups. These goals are intended to remain stable throughout the lifespan of the Framework.

To help demonstrate this focus on specific elements, the Framework contains short term targets against each of the pillars. These short term targets are where we are focusing our attention in the first few years of the Framework.

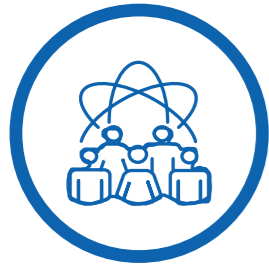
The priorities within the Framework may change as more information is gathered throughout the implementation.

All of this is underpinned by a need for strong adoption and uptake of innovation by our pig producers. If we want to work towards the aspirational goals within each of the four pillars, it largely rests with our farmers to change their practices, uptake new technology and improve upon their results to date.

APL is committed to working with our producers to drive adoption of tested and proved innovations to facilitate positive change. Without steady adoption of innovation, there is a risk of only minimal change.

				
	people	pigs	planet	prosperity
community goal	Increased awareness of the positive impact of the pork industry on communities.	Increased community belief in good animal welfare across the Australian pork industry.	Industry as a livestock leader with low Greenhouse Gas (GHG) emissions and adopter of closed loop systems for carbon and water.	Australian pork industry is an active and sustainable contributor to the Australian economy.
producer goal	Pork production career is attractive.	A leading industry implementing world's best practices in animal care.	Adoption of innovations and technology to further reduce GHG and use community waste streams.	Reduce economic volatility for pork producers.

people



The Australian pork sector is passionate about our people, as without them we would not have a thriving industry. Therefore, to ensure we attract and retain a diverse workforce throughout the supply chain, a key focus of the Framework will be centered on people.

In addition, significant emphasis will be placed on educating the broader community, so they understand our industry and advocate for our product and

community goal



Increased awareness of the positive impact of the pork industry on communities

producer goal



Pork production career is attractive

Focus areas

There are five focus areas under the People pillar:

1. Rural communities
2. Telling our story
3. Human nutrition and cooking with pork
4. Food safety and quality
5. Employment and work health & safety

In the initial implementation stages of the Framework **Employment and work health and safety** will be given further focus, as there is significant need for the industry to secure a highly skilled reliable workforce.

employment and work health and safety target



Increased visibility and positive perception of the Australian pork sector as a career choice



PILLAR: PEOPLE

focus areas

1. Rural communities

Based primarily in rural areas, the Australian pork sector takes pride in supporting local communities and bringing people together.

The Australian pork industry strives to develop positive relationships with local communities through supporting local jobs and businesses, contributing to charities and being responsive to community concerns around industry issues.

Pork producers are active in their communities and APL is committed to sharing these stories with a wider audience, as well as supporting industry initiatives at a national level. The pork industry is committed to ensuring that pork production meets community expectations and APL supports our producers by undertaking robust research into areas of concern such as odour, run off and amenity. APL further supports our producers to implement best practice management to limit community impacts.

2. Telling our story

Pork production does not exist in a vacuum and it is important to bring the community along our journey to foster understanding of pig production and husbandry practices. People rate welfare as one of the most important drivers when considering the social licence of animal agriculture.

APL commits to proudly and confidently share the real stories of the industry with the Australian public through its communications, education, and marketing activities.

Developing community trust and support is important for maintaining acceptance of farming practices and APL aims to keep abreast of community concerns and demonstrate responsiveness.

3. Human nutrition and cooking with pork

Australian pork is a high-quality source of protein as well as being lean. Whilst Australian pork is an integral part of a balanced diet, smallgoods should be consumed occasionally.

Australian pork is extremely versatile with cuts being able to be used in different dishes from breakfast to dinner and snacks in between. Learning to cook an Australian pork roast with perfect crackling is a great experience to share with children and can help them build confidence and a life-long love of cooking. The sharing of food is a great way to bring people together, be it family, friends, housemates, neighbours or colleagues.

APL will continue to support this love of Australian pork through the curation of the best recipes from home-cooks through to celebrity 'PorkStars', as well as exploring and communicating the benefits of Australian pork in a healthy diet.

4. Food safety and quality

Food safety is paramount to ensuring a sustainable industry as without reliable, safe, quality product, there will be no demand. Australian pork producers and processors take food safety seriously and are regularly audited to ensure standards remain high.

The majority of Australian pork is produced under the APIQ standards. APIQ is an industry owned quality assurance program for pig producers in Australia. It has helped to lift the profile of the Australian pork industry and covers 90% of production in Australia.

Equally important is ensuring a strong traceability system is in place if things go wrong. APL has been working with industry and government over recent years to improve product traceability back to farm and more work is underway.

Australian pork is already considered a high-quality product, but the industry must be vigilant to maintain this standing and improve upon it. APL is committed to continue supporting industry to make further improvements on food safety and quality.

5. Employment and work health and safety

The pork industry wouldn't exist without the willingness and commitment of people who look after their pigs, day in and day out. Animal care is a serious commitment and a 24/7 job that farm staff take very seriously. The Australian pork industry supports over 35,000 jobs and as pig production systems become more sophisticated with advances in technology, the roles of workers will continue to evolve.

Supporting employment is a key goal of the industry, both domestically and internationally. The industry is not always seen as a preferred employer to Australians, often due to misconceptions, lack of visibility

and lack of desire to live and work in regional communities. APL is committed to improving the social perception of the industry ensuring a career in pork is considered both important and rewarding, and is seen to have opportunities for career development. APL supports graduate opportunities as part of our Industry Capacity and Capability plan.

An important aspect of employment is the support of a strong work health and safety (WHS) culture. The industry has a good track record with no fatalities in the last five years.

APL is committed to supporting a safety culture within the industry and are proud to be a part of projects such as the Rural Safety and Health Alliance. We have committed to working

towards zero fatalities on farm and at processing facilities as part of this Framework through the increased provision of training and support for employers and employees.

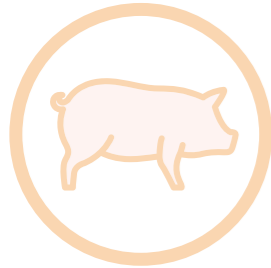
WHS is not just about the farm, but includes our supply chain, processors, feed mills, truck drivers and consultants. While the farm is at the heart of our industry, we believe it is our duty to support all those associated with the industry to maintain their wellbeing.

To improve this, APL will monitor injury and fatality statistics across the life of the Framework and work to provide support to industry to make it the safest agricultural industry to work in.



It's about giving customers an amazing, quality product while enabling our producers to be as profitable as possible.

pigs



Pigs are the industry's lifeblood; the love of these animals is what draws many to be a part of the industry. Our pigs are our livelihood. Caring for our animals and putting their welfare first is not only the right thing to do, but it also makes good business sense. The production of high-quality pork demands a happy, healthy pig and a world class level of animal care. Equally, a productive and profitable farm allows re-investment for the benefit of the pigs, the producer, and their employees.



community goal



Increased community belief in good animal welfare across the Australian pork industry

producer goal



A leading industry implementing world's best practices in animal care

Focus areas

There are four focus areas under the pigs pillar:

1. Pig health and biosecurity
2. Pig welfare and husbandry
3. Pig nutrition
4. Making the most of Australian genetics

In this first stages of the Framework, **Pig health and biosecurity** and **Pig welfare and husbandry** are the two critical areas for continuous improvement and to address community concerns.

pig health and biosecurity target



Increase piglet survivability to over 85% pre-weaning

pig welfare and husbandry target



100% of pig producers are aware of and implementing new welfare standards and guidelines

focus areas

1. Pig health and biosecurity

Maintaining pig health is critical for pork production. Pig producers work hard to ensure the health of their herds, working closely with veterinarians to implement herd health and biosecurity plans.

Pig producers protect their pigs from local (endemic) diseases as well as exotic diseases through employing strong biosecurity practices. This includes separating different ages of pigs in 'all in all out' production flows, regular cleaning and disinfection of sheds, ensuring manure is removed regularly, vaccination programs, and controlled movement of people, pigs and vehicles. It also includes feral pig management.

Sick pigs are removed from groups and kept in hospital pens so that they can receive dedicated care and veterinarians are employed to help ensure pigs remain in top condition.

Pigs are vaccinated against several diseases such as leptospirosis, parvovirus, E. coli and porcine circovirus (PCV). Their diets are also carefully managed to ensure they get the right nutrients at the right time to support their needs whether they are growing or lactating (see Pig nutrition).

The pork industry is also committed to a 'One Health' approach which means considering not just the health of the pigs, but how this can impact human health. This involves

antimicrobial stewardship (AMS) programs to ensure antimicrobials are used when needed and in accordance with guidelines to prevent the development of antimicrobial resistance (AMR).

APL is proud to be a leader in biosecurity, most notably through recent work to prevent and prepare for outbreaks of ASF. APL hopes to continue this momentum and maintain a strong position in pig health as a key foundation of the Australian pork industry.



2. Pig welfare and husbandry

APL is moving beyond the basic 'five freedoms' approach to animal welfare, to a more holistic approach, which extensively considers all aspects of animal wellbeing and quality of life. This may mean undertaking husbandry practices to help protect pigs from themselves, such as managing sows to prevent them from accidentally crushing piglets or docking tails to prevent painful biting and infection risks. The industry has taken proactive steps in this space already, such as the phasing out of gestation stalls and shifting to group housing.

Further research and innovation will be undertaken to seek improvements in pig housing, handling and identifying alternatives to current practices to ensure our pigs have a high quality of life and that our industry remains a world leader in animal care.

3. Pig nutrition

Nutrition is at the core of raising a healthy pig and diets need regular adjustment as pigs grow and develop. Australian pigs are fed a grain-based diet that is supplemented by various vitamins, minerals and amino acids to promote good health and develop lean muscle. While pigs can eat a variety of foodstuffs and can be fed food waste such as bakery leftovers, diets have to be carefully adjusted to make use of these ingredients.

With the cost of feed making up to 65% of production costs, it is essential to continue to develop in this space to ensure the best feed for pigs can be provided in a cost-effective manner.

APL is committed to nutrition research to improve efficiency, develop new products to target specific issues like disease as well as improve environmental outcomes by reducing reliance on grain imports.

4. Making the most of Australian genetics

Improving our pigs at the genetic level is critical to ensure the industry continues to improve. To protect our biosecurity, Australia does not import genetic material from other countries; all breeds and genetic material are developed within Australia. This means we can develop lines of pigs that are most suited to our climate and our farming practices.

Breeding pigs to select for specific genetics can help to increase disease resistance (and thus reducing the need for antimicrobials). Selecting genetics improves the efficiency of the pig, resulting in improved piglet survivability. It can also reduce the amount of feed needed to grow a pig to market weight.

APL supports investment into genetic research to improve meat quality, eating sensory characteristics and lower fat pork.



planet



The planet is perhaps what most people instantly think of when discussing sustainability – how do we protect our environment for the future while providing for the people of today? While sustainability incorporates much more than the environment, it is still of vital importance for the pork industry. The Australian pork sector is building on strong foundations when considering our environmental footprint.

community goal



Industry as a livestock leader with GHG emissions and adopter of closed loop systems for carbon and water

producer goal



Adoption of innovations and technology to further reduce GHG and use community waste streams

Focus areas

There are three focus areas under the Planet pillar:

1. Carbon cycling and nutrient accounting
2. Farm biodiversity and natural resource stewardship
3. Closing the loop to reduce waste

In the initial implementation stages of the Framework, we will be focused on **Carbon cycling and nutrient accounting** and **Closing the loop to reduce waste** as these are areas the industry can make the greatest gains in improving our management of the environment.

carbon cycling and nutrient accounting target



Pork is a low emissions protein

closing the loop to reduce waste target



60% of production using waste recycling and renewable energy technology



focus areas

1. Carbon cycling and nutrient accounting

By its nature, pork is a low carbon animal protein yet the industry is driven to improve this to make pork the most sustainable meat. For the past 10 years, pork has had the goal of reducing emissions to 1kgCO²-e per kilo of pork and 2020 estimates put pork at 3.3 kgCO²-e per kilo, showing significant reductions.

This is largely due to a number of factors including improved feed and water use efficiency, better manure management practices, capture of methane for energy in anaerobic digesters and decreased energy use.

APL is proud to support the industry in their goals of increased environmental sustainability of pork. The industry has committed towards building a low GHG emissions future. APL will support this through the development and implementation of a low GHG roadmap for the pork industry that will provide options on how farms of all sizes and means can contribute to this goal.

Perhaps a less considered area of carbon emissions and energy use is the supply chain. Most of Australia's export of pork is also local to the Asian-Pacific region and we are proud to support our neighbouring countries with high-quality, clean and green product. This local supply chain means less emissions are created from shipping products over huge distances, reducing food miles, and ensuring local product is available to Australians.

APL is also committed to supporting the development of Australian pork products, including bacon and ham. Most smallgoods products are made with imported pork from countries such as Denmark, Canada and the USA.

Supporting Australian pork and having clear policy support on country-of-origin labelling is important to ensure consumers understand where their food comes from and the potential impacts that may generate.

Supporting Australian butchers and retailers to maximise the use of Australian pork helps to grow our local industry while also helping limit the environmental and other impacts that arise from long-haul supply chains.

2. Farm biodiversity and natural resource stewardship

While carbon is perhaps the most talked about measure in relation to climate change, it is not the only natural resource that needs careful management. All farmers are stewards of the land who work hard to continually strengthen their practices to protect native habitats on their properties.

As a largely intensive industry, with strong links to cropping, pork has the potential to greatly improve farm biodiversity. Producers have the opportunity to improve farm biodiversity by considering whether they can incorporate tree planting and habitat protection actions on their farms.

Many already plant trees to manage run off, limit odour impact and improve visual amenity. This can be extended through the use of tree varieties native to the area. Planting also plays an important role in shifting activity away from vulnerable areas such as waterways or soils with high leaching and erosion potential.

The pork industry also supports improving biodiversity through the control of feral pigs. While providing a biosecurity advantage, control of feral pigs prevents land degradation,

habitat destruction and damage to property on public and private land.

Many farms reuse the effluent on feed crops or sell manure and spent bedding to other farmers. These products support improved soil health and can support improved crop growth. APL will continue to work with the grains industry to provide better quality feed grain with less resources and to source from sustainable suppliers where possible.

Intensive farming can be a positive with pigs indoors exposed to less disease, having greater individual care and doing less damage to the environment. APL is committed to ensuring the welfare of animals in more intensive systems is protected and improved.

3. Closing the loop to reduce waste

The goal of a circular economy is to ensure that no resource goes to waste. The industry is in a strong position to contribute to this through the action of recycling pig and agricultural waste into power. The industry can recycle pig and other agricultural waste into power. As an animal which is highly efficient in converting feed into protein and energy, pigs can make use of certain byproducts and agricultural and food wastes to produce a natural, quality food and reduce GHG from waste landfill.

APL is exploring other means to reduce waste such as more sustainable packaging for pork products and looking at further approaches to ensure the whole pig is able to be used.



prosperity



Profitability is key for business success and maintaining a thriving local pork industry. Prosperity should be considered as part of industry sustainability, not just for the producers but also to ensure pork remains an accessible and valuable protein for the Australian consumer.



community goal



Australian pork industry is an active and sustainable contributor to the Australian economy

producer goal



Reduce economic volatility for pork producers

Focus areas

There are four focus areas under the prosperity pillar:

1. Reduced cost of production and profitable through-chain
2. Value for money
3. Diversified markets
4. Innovative farming

In the initial implementation stages of the Framework, the focus will be on **Reduced cost of production and profitable through-chain** as this represents the biggest opportunity for industry if done in a sustainable way, taking into consideration the importance of the other three pillars.

reduced cost of production and profitable through-chain target



Reduce cost of production for producers by 15%

focus areas

1. Reduced cost of production and profitable through-chain

Pig producers, like all agricultural enterprises, are business focused and while their job can often be seen as more of a vocation, it is ultimately their source of income and means of supporting their families. This means that the cost of running a pig farm must balance with the profit made from pork products for it to be economically sustainable.

This in turn supports the producer and the greater community through the continued presence of the industry and its provision of quality food and employment.

The pork market has been volatile, especially over the last decade with prices rising and falling significantly while input costs have continued to increase. This is especially true in the last drought where the cost of grain, the biggest cost to a piggery, increased dramatically and stayed well above the price return from selling pigs for many months.

APL is committed to supporting producers to develop economically sustainable business models. We have committed to research aimed at reducing the cost of production, increasing sow productivity, and reducing variability. This needs to carry throughout the supply chain so it is not just the producers that benefit, but also suppliers, retailers, butchers, and food service.

APL is working across many fields including improving processing returns, understanding and enhancing the enjoyment of pork meals and improving feed usage to support the supply chain.

2. Value for money

While it is important for producers to operate with a sustainable and profitable business model, it is important to acknowledge that pork must remain affordable to consumers. It is also important to realise the true cost of production in setting consumer prices.

The retail price point of pork compared to other red meats makes it more accessible to those on a lower income as a means to improve their nutrition and wellbeing (see Human nutrition and cooking with pork).

3. Diversified markets

Diversified markets are also an important economic strategy for the industry, as while we are proudly selling the vast majority of pork into the domestic market, it is not a good long term strategy if the market drastically changes. Targeted development of export markets and new opportunities (both local and international) are needed to ensure the industry remains economically sustainable.

This also ties back to the use of the whole pig and identifying new products and markets for pork byproducts like collagen and offal. By diversifying the product offering from pigs we can ensure nothing goes to waste while improving overall profitability.

4. Innovative farming

Much of the success of the industry and the progress in sustainability to date has been driven by a strong innovation culture amongst pig farmers. The industry will need to continue to work together to creatively solve challenges and ensure adoption on farm, in order to see the full potential of what could be achieved.

APL is committed to supporting the industry through its research and innovation program to improve outcomes across all four of the pillars and to share this knowledge to drive adoption of world's best practice. Therefore Australian produced pork will continue to be a leader, always striving to improve, driving towards a more sustainable future.

targets and measures

pillar goals

Pillar goals are our long term aspirations for the life of the Framework.

	GOAL	MEASUREMENT
PEOPLE		
Community Goal	Increased awareness of the positive impact of the pork industry on communities	Community survey
Producer Goal	Pork production career is attractive	Survey of interest in pork career (school, tertiary, farm workers) Number of APL supported university students
PIGS		
Community Goal	Increased community belief in good animal welfare across the Australian pork industry	Community survey – trust/knowledge of practices
Producer Goal	A leading industry implementing world's best practices in animal care	Benchmarking of adoption of new management practices
PLANET		
Community Goal	Industry as a livestock leader with low GHG emissions and adopter of closed loop systems for carbon and water	Life cycle assessment completed every 2 years on a minimum of 20% of the Australia herd Benchmarking of adoption of closed loop technologies
Producer Goal	Adoption of innovations and technology to further reduce GHG and use community waste streams	Producer survey - % of production using food waste and GHG reduction technology
PROSPERITY		
Community Goal	Australian pork industry is an active and sustainable contributor to the Australian economy	Value of pork industry
Producer Goal	Reduce economic volatility for pork producers	Cost of production over time Reduced cost of production Number of income streams

short term targets

Targets are where the industry is focusing its activities in the first three years of the Framework.

	TARGET	MEASUREMENT
Employment	Increased visibility and positive perception of the Australian pork sector as a career choice	Survey of interest in pork career (school, tertiary, farm workers)
Pig health and biosecurity	Increase piglet survivability to over 85% pre-weaning	Producer survey
Pig welfare and husbandry	100% of pig producers aware of and implementing welfare standards and guidelines	Producer survey of awareness and adoption
Carbon cycling and nutrient accounting	Pork is a low emissions protein	Life cycle assessment (once every 2 years) Community belief in pork as a low emissions protein
Closing the loop to reduce waste	60% of production using waste recycling and renewable energy technology	Producer data, food manufacturing engagement
Reduced cost of production and profitable through-chain	Reduce cost of production for producers by 15% (2020 baseline)	Producer data

ongoing targets

Key activities we will be tracking over the life of the Framework.

	TARGET	MEASUREMENT
Rural communities	Support local communities through initiatives such as charity events	Community survey
	Promote stories of pork industry working with communities	Reach of stories (50,000+)
Telling our story	Improved community knowledge of pig industry	Community survey – recall of correct information on farming practices Number of visits to the APL site
	Improved community belief in farmed pig welfare/maintained trust in pig farmers	Community survey
	20,000 visits to APL website per month	Website metrics
Human nutrition and cooking with pork	Increase in people agreeing pork is seen as part of a healthy diet	Community survey
	Enjoyment of pork meals, increase in memorable meals, reduction in fail rates, family/kid-friendly recipes	Marketing data
Food safety and quality	At least 75% of community believes pork produces safe food	Community survey
	At least 90% of pork produced under industry quality system	APIQ data
	% compliance with chemical residues	National residue survey
Employment and work health & safety	Increased perception of pork as a good career choice	Survey of interest in pork career (school, tertiary, farm workers) Diversity index Mental health/wellbeing index
	Number of people completing training programs e.g. ProHand, ASF training and % of pork workers with relevant university degrees	Learning management systems Producer survey
	Decrease serious injury rates on pork farms and processes	SafeWork reports
	100% of pigs transported safely	Abattoir survey (bruising, injury and condemnation upon receipt)
Pig health and biosecurity	100% of pigs transported safely	Abattoir survey (bruising, injury and condemnation upon receipt)
	90% of producers have in place a biosecurity plan	Survey, producer relations team

	TARGET	MEASUREMENT
Pig health and biosecurity	Zero emergency disease outbreaks	Biosecurity Australia and OIE (World Organisation for Animal Health) Number of biosecurity preparedness exercises
Pig health and husbandry	All pig veterinarians aware of and using AMS guidance when prescribing treatments	Pig veterinarians survey
	% of producers aware of humane killing requirements in standards and guidelines	Producer survey
	Adoption of effective enrichments for pigs	% up, producer survey
Pig nutrition	Improve herd feed efficiency	Producer survey
	Alternative feed ingredients used in pig rations	Producer survey
Making the most of Australian genetics	Adoption of new genetic technologies to hasten gains including solutions to improve welfare, health, production and reproductive wastage	Producer survey
Carbon cycling and nutrient accounting	Reduction in the amount of phosphorus, potassium and nitrogen leached per kilo of pork	Life cycle assessment (once every 2 years)
	Strategic development of export markets to limit amount of miles	Measure with marketing tool
	Carbon cycling explored for the pork industry (e.g. vegetation, soil, microflora)	Producer survey
Farm biodiversity and natural resource stewardship	100% of farms with nutrient management plans in place	Producer survey
	Number of farms involved in biodiversity activities (landcare, vegetation protection)	Producer survey
	Reduced reliance on town and river water and increased use of recycled water	Producer survey
	Increased acceptance of pork as a sustainable industry	Community survey

ongoing targets

Key activities we will be tracking over the life of the Framework.

	TARGET	MEASUREMENT
Closing the loop to reduce waste	30% of pork production undertaken using food waste, by-products, insects or other sustainable feed sources	Producer survey
	75% of piggeries composting mortalities and spent bedding	Producer survey
	Further development of products to allow use of all parts of the pig and recycle by-products from processing	Producer survey
Value for money	Pork seen as good value for money protein	Consumer survey
Diversified markets	Pork producers able to access diverse income streams to improve resilience	Producer survey
Innovative Farming	Pork producer are seen as progressive/innovative adopters	Community view of industry Awareness/adoption measures





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