



## Chairman's Corner - Introducing Coll MacRury

It is with great pleasure as Chairman that I introduce **Coll MacRury** as WAMMCO's new **Chief Executive Officer**.

Over half of Coll's life has been spent in the meat industry. Coll initially started as a cadet before gaining experience in all plant aspects including administration and QA before becoming **AFFCO's production manager**. An opportunity to work in the marketing and processing sides of the industry attracted Coll to UK to work with **Marks and Spencer's** and **Scot Beef**. He then returned to New Zealand to establish the **Universal Beef Packers** hot boning beef plant. Returning to AFFCO, Coll was in charge of a total redesign of the Rangiora lamb plant and spent the next 5 years as **AFFCO's General Manager of Operations**, responsible for running their 12 plants.

Coll's experience is not limited to the meat industry having managed **New Zealand's largest kiwi fruit business, a cooperative** producing over 35 million trays of fruit each year, plus consulting to many sections of the meat and timber industries and has also run his own child care business.

Coll not only brings a great deal of experience with him but is also very highly qualified for the position. His qualifications include an MBA with honours, a diploma of Business Studies in Management and a diploma in Meat Technology as well as having completed the Coverdale Leadership Course and a Quality Management Course. Whilst in 2000 he completed the General Managers Program through the Australian Graduate School of Management in Sydney.

## CEO comment

WAMMCO's new CEO Coll MacRury sees his initial role with the cooperative as **addressing Western Australia's declining sheep flock and keeping WAMMCO at the 'cutting edge' of lamb processing technology and marketing**.

"I am here, to take stock, to keep things tight and to work with the WAMMCO team to ensure completion of the \$5 million boning upgrade at Katanning in time for this year's spring lamb flush. However I believe the WAMMCO model is a highly successful one, with significant scope for future expansion," he said this week.

Whilst welcoming Coll and his wife Sharon and their two children and looking forward to working with him and the expertise that he brings to the position, I cannot let this occasion pass without mentioning the **outstanding contribution** that Coll's predecessor **Des Griffiths** made to WAMMCO.

Des served with distinction as CEO for nearly 9 years and in that time lead the Coop from a struggling business to a very strong and financial one. Des retired as CEO on the 9<sup>th</sup> of April ending his 37 year association with the meat industry in WA. **We wish Des and his wife Margaret a long and happy retirement.**



Mr MacRury took over from Des Griffiths as WAMMCO CEO on April 14. He said the WA cooperative had an impressive record of upgrades and capital investment over the past 10 years to keep its service costs at Katanning competitive.

"The latest boning room upgrade is designed to improve value adding of our lamb product through better use of labour. Our challenge will be to ensure that these new systems actually add value – not cost."

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### Disclaimer

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# National Vendor Declarations

The National Livestock Identification Scheme (NLIS) has been developed to **enable lifetime traceability of all Australian livestock in the event of a disease outbreak, food safety or residue contamination issues.** WAMMCO wishes to remind members of the importance of completing this legally binding document correctly and outline some of the common problems we have with NVD/Waybills. **NVDs containing incorrect or conflicting information render the document invalid. Livestock accompanied by an invalid NVD present market access issues and in certain circumstances may well experience costly delays from entering the slaughter process.**

All livestock owners must have a registered stock brand even if they only own 1 animal. Along with the brand the producer is allocated an ear mark and Property Identification Code (PIC). The PIC indicates who owns the stock and where they are kept.

**You need to register the property where your animals are farmed/reared.** If it is not your property (ie. you are agisting stock) then you need to contact DAFWA and have the location of the property registered to your BRAND and they will allocate you a separate PIC for that property. The sheep will not require an additional tag but a separate NVD/Waybill book will be required for this PIC. If you are leasing a property then you must register your brand to that property and this can be added to your existing PIC. The sheep will not require an

additional tag or a different NVD.

**Only the person or company that registered the brand may use the brand.** You are not able to lend or use your brand on stock owned in another name – even if they are family. Each owner must have a separate brand and each brand will have one or more unique PIC's registered to that brand only. They cannot be used by or transferred to another brand. If an owner uses the brand belonging to some-one else (even though they may be related) they are committing an offence.

**The owner of the stock must be the trading name that the Department of Agriculture and Food Western Australia have the PIC and brand registered to.** If you have changed your trading name contact DAFWA on 97806207 to update your records before stock leave the property.

If you have misplaced your NVD book or run out of NVD forms contact MLA on 1800683111 an request an emergency NVD. If you use someone else's NVD and cross their PIC number out and write yours in it is a misuse of the NVD and LPA can follow up with an audit and you will be jeopardizing your accreditation.

Due to the WAMMCO's export status, before treating livestock with any veterinary drug or chemical, ensure you check the Export Slaughter Interval for the particular product

Make sure that these match the information in your brand certificate

Property of origin

Trading Name

PIC (tailtag)

Brand (must be shown)

**NATIONAL VENDOR DECLARATION (SHEEP AND LAMBS) AND WAYBILL** S0708

**Part A** To be completed by the owner or person who is responsible for the husbandry of the sheep or lambs.

Owner of sheep or lambs: John Smith, Smith & Sons

Property/ place where the journey commenced: Palmerstone Fairland WA

Property Identification Code (PIC) of this property: W ABCO 123

Description of sheep or lambs

Number	Year born (approx)	Description (BREED, SEX & TYPE OR (CROSSBRED, WETHER, LAMB))	Month of shearing	PICs on Ear Tags/ Brands or IDENTIFY TO THE SIGHT	Remarks
50	2000	Cross-bred lambs	03/03/06	W3Z	
50 Total					

Consigned to: The Livestock Agency

123 Rolly-Polly Hill Fairland WA

Destination (if different) of sheep or lambs: Katanning saleyards WA

Details of other statutory documents relating to this movement e.g. animal health certificate

1. Have these sheep or lambs been raised consistent with the rules of an independently audited QA program on the property the PIC of which is shown above?  
 Yes  No  If Yes, give details: F i a s e r s P 2 1 2 3 4 5 6

2. Have all the sheep or lambs in this consignment been treated with a Scabby Mouth Vaccination either at marking or at least 14 days prior to their presentation for sale?  
 Yes  No

3. Has the owner stated above owned these sheep or lambs since their birth?  
 Yes  No  If NO, how long ago were the sheep or lambs obtained or purchased?  
 If NO, give details: Describe all animals with a pink post breeder tag (ie. tag all animals with a pink post breeder tag)  
 A. Less than 12 months B. More than 12 months

4. Are any of the sheep or lambs in this consignment still within a Withholding Period (WHP) or Export Slaughter Interval (ESI) following treatment with any veterinary drug or chemical?  
 Yes  No  If Yes, give details: (Record additional details in question 7)

5. In the past 60 days have any of the sheep or lambs in this consignment consumed any material that was within a withholding period when harvested, collected or first grazed?  
 Yes  No  If Yes, give details:

6. Have the sheep or lambs in this consignment ever in their lives been fed feed containing any drugs? (See Explanatory Notes)  
 No  Yes

Please include any additional information below e.g. vaccination programs, animal health certification, additional declarations, etc.

Declaration of the owner

I, John Smith am the person responsible for the husbandry of the sheep or lambs and declare that all the information in part A of this document is true and correct. I also declare that I have read and understood all the questions that I have answered, and that, while under my control, the sheep or lambs were not fed restricted animal material (including meat and bone meal) in breach of State or Territory Legislation.

Signature: John Smith Date: 03/05/2008

\*Only the person whose name appears above may sign this declaration, or make amendments which must be initialled.

Tel no. 08 1234 567 Fax no. 08 1234 566

**Part B** To be completed by the person in charge of the sheep or lambs while they are being moved. Completion of this part is optional in SA, TAS and VIC.

Movement commenced: 03/05/2008 4:30 (am/pm)

Vehicle registration number(s): BABC 123

I, Fred Bloggs am the person in charge of the sheep or lambs during the movement and declare all the information in Part B is true and correct.

Signature: Fred Bloggs Date: 03/05/2008 Tel no. 08 1234 9876

\*When more than one truck is carrying the sheep or lambs, other vehicle registration numbers are to be recorded.

**Part C** Agents declaration for sheep or lambs sold at auction. (Completion of Part C is optional)

Agents completing Part C should retain the original or a scanned copy of the original declaration for a minimum of two (2) years, or three (3) years in WA and supply a copy or summary to any buyer on request.

Vendor code \_\_\_\_\_ Agent's code \_\_\_\_\_

Stock agent company \_\_\_\_\_

Buyer's name \_\_\_\_\_ Destination PIC \_\_\_\_\_

No. of sheep or lambs purchased \_\_\_\_\_ Saleyard arrival time (am/pm) \_\_\_\_\_

Agent's signature \_\_\_\_\_ Date \_\_\_\_\_

In WA if you answer NO to Question 3, you must apply pink tags embossed with your brand.

## The LPA NVD-waybill protects the whole industry



## Co-op comment

The recent appreciation of the Australian dollar against major currencies is having a destabilising effect on global lamb markets. FOB returns are under pressure and customers are being asked to increase CIF (Cost Insurance and Freight) selling prices at a time when the retail and foodservice environment is sensitive to price rises due to the global financial downturn. Despite this, consistent demand for lamb is being maintained with regular shipments continuing into all markets. Revenues remain at historically high levels. This is being assisted by a lower supply out of New Zealand where kills are reported to be back by around 13% for the season compared to last year.

Good sales growth continues to be achieved into the Middle East. In April Australian lamb exports rose by 49% to 3154T compared to last year (DAFF 2009). New markets like Iraq are opening up and helping to sustain solid sales. WAMMCO's sales are following a similar trend. Typically the region sees slower demand during the hotter months of June, July and August when many ex. pats. leave the country for their annual holidays. This year it is likely that strong demand will resume by late August as the region starts to prepare for the busy celebration period following Ramadan in September.

WAMMCO's Marketing Manager, Damien Giumelli and Senior Marketing Executive Meat and Skins, Albert Baker have recently returned from the 14<sup>th</sup> Gulf Food Expo held in Dubai.



*Pictured with Damien and Albert is WAMMCO's client from the Kingdom of Saudi Arabia, Talal Abalkhail.*

The continued strong demand from the Middle East region for food saw the Expo grow by 20% this year to over 3,300 exhibitors from 75 countries. Along with 17 other Australian meat exporters WAMMCO was part of the Meat & Livestock Australia stand within the Australian Pavilion. Such is the demand to exhibit at this annual show, the Emirates plan to build another exhibition hall ready for next year and it is expected that a further 25% of exhibition space will be available for the Australian contingent.

A visitor to the stand was the **Western Australian Minister for Agriculture and Food, the Honourable Mr Terry Redman** and this provided time for fruitful discussion on a variety of subjects including WAMMCO's labour problems and ongoing EU Quota issues. The week also provided opportunity to meet and discuss business with clients and potential clients from the Middle East, Europe, America, Africa and Asia.



*The Honourable Mr Terry Redman pictured with Albert and Damien.*

It was also interesting to meet many chefs from the region's hotels that utilize WAMMCO product. One such chef was Gerald Bergue from the Six Senses Hideaway in Oman who first starting using the WAMMCO brand some ten years ago in Mauritius, insisted on it during a stint in the Maldives and now utilizes the brand at his current residence of employment.

### WAMMCO CONTACTS

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Rob Davidson Mobile 0429 380 195



## Editorial

Well finally it has arrived! Some may be thinking about this edition of LAMBLINE, but I am referring to the first real autumn rains. Whilst falls were widespread, amounts varied with some battling to reduce the dust storms that accompanied the rain. Regardless of how much was in the rain gauge, it will still be at least another month until supplementary feeding stops. **Pregnant or lactating ewes require significant supplementary feeding levels to maintain condition of livestock and promote early growth in new born lambs.** To maintain a condition score 2 medium frame Merino pregnant ewe with a 100 day old single foetus and minimal paddock feed would require 500 g/h/d of lupins. At birth if conditions are similar then the ewe requires 750g/h/d of lupins and to maximise milk production and lamb performance by day 30 of lactation the ewe requires 1200g/h/d of lupins. Ewes carrying or feeding twins have a significantly higher energy requirement. Growers wishing to fine tune quantities fed to their stock are encouraged to contact Rob.

**Ovis continues to be a significant cost to many producers** especially now livestock values have jumped dramatically. Whilst some lines are free of Sheep Measles, recently there have been some individual cases of up to 40% of a consignment either being condemned or downgraded. As part of their commitment to reducing the incidence and making sure WAMMCO members have got access to product when required State Carcase Competition sponsor Bayer Animal Health is offering WAMMCO members the opportunity to purchase yearly supplies of Drontal chews via the internet. If this is of interest members are asked to contact Rob Davidson.

**WAMMCO Select continues to generate interest within our membership base.** Whilst WAMMCO understands it will be some time until we observe dramatic carcase conformation changes, some members are still receiving reward payments on over 50% of their lambs. With the introduction of the WAMMCO Select reward payment program, changes have been made to determine the **Producer of the Month**. Only members are eligible and consignments must be at least 100 crossbred lambs weighing 22kg plus. The winner is then the consignment with the highest percentage of carcasses triggering the WAMMCO Select reward payments.

### Successful members have been;

May '09	Quintarra Farms, Esperance (4 <sup>th</sup> award)
April '09	WP & TM Garlick, Kondinin
March '09	RL Cake & Co, Gairdner
February '09	HA & PJ Edwards, Dumbleyung
January '09	PT & IM Jensen, Pingaring (2 <sup>nd</sup> award)

## New boning room developments

The Co-operative's acquisition of the Katanning plant in September of 1999 presented a wide variety of challenges. One of the more significant was transforming a facility and culture from a purely manufacturing mutton process to accommodate the Co-operatives requirement to process premium quality lambs destined for international markets.

The past decade has witnessed the boning/breaking component of the operation evolve, taking account of increases in lamb product demand, diversification and the implementation of available modular efficiencies. This continuous improvement approach has culminated in our current boning productivity experience, with inputs consistently in excess of 7.5 carcasses per minute and daily product ranges spanning 100 varied specifications.

Despite the aforementioned, a number of fundamental flaws remain, preventing our Co-operative from moving to the next level of processing excellence in boning and finished product presentation. These barriers are specifically process flow, product conveyance and facility under utilization.

**The primary aim of the project is to remedy these inefficiencies and deliver a raft of other associated tangible benefits such as maintaining market access, regulatory appeasement, yield and cutting line improvements, improved shelf life and microbiological standards and delivering 'lean processing principles'.**

The \$5 million investment will ensure that WAMMCO remains one of Australia's leading sheep meat processors.

## CEO comment – cont.

Mr MacRury said both Australia and New Zealand were experiencing serious declines in their sheep flocks, but **New Zealand was already suffering from a major lamb processing overcapacity** and also faced increased competition from a revival of live sheep exports.

"In WA, WAMMCO has fallen under one million lambs per year and will need to rebuild the flock quickly if we are to take advantage of the improving global appetite for lamb – and the wool and live sheep export industries are also to be adequately provided for.

"Lamb is rapidly moving to the top end of the world's most preferred food list and I believe there will be a major opportunity for many farmers in WA to capitalise on this improving demand for quality. Genetic and management advances made by the lamb production industry in WA over the past decade have been outstanding and are being confirmed by the VIAScan based WAMMCO Select program. Major progress with new breeds of minimum care sheep that also offer the genetics to produce heavy, more valuable lambs, will be a vital foundation to the flock rebuilding process," he said.

"New Zealand producers retain the lion's share of the EU lamb import quota and are already complying with the requirement of some of these European chains for on-farm production audits and other systems to enable them to select and identify product for their consumers. "There may be future opportunities in Europe for the heavier lambs WA has developed for the US market."

He said the WAMMCO brand enjoyed global recognition and the cooperative was already benefitting from supermarket alliances in the US through the Australian Lamb Company.