

# WAMMCO *Info*

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**WAMMCO** *International*  
A DIVISION OF THE WESTERN AUSTRALIAN MEAT MARKETING CORPORATION

## NEW CEO LISTS FUTURE ROLE - CHALLENGES

WAMMCO's newly appointed CEO, Coll MacRury sees future scope for using the cooperative's successful 'model' to expand and insulate the business.

Meeting with representatives of the rural and local media at Katanning last week, Coll said his initial role was to keep things tight and to work with the WAMMCO team to complete the \$5 million boning room upgrade at Katanning in time for this year's Spring lamb flush.

However the role he had taken over from Des Griffiths on April 14 would be influenced by the need to grow the scale and membership benefits of WAMMCO's producer base.

A key to this role would be arresting the decline in WA's sheep numbers, and keeping WAMMCO at the cutting edge of meat processing technology and marketing.

"Lamb production in WA is falling well below the estimates of several years ago – in contrast to the rising global appetite for lamb," Mr MacRury said.

"Lamb is rapidly moving to the top end of the world's most preferred food list and appears to offer secure returns. I therefore believe WAMMCO can assist more young farmers to get back into prime lamb to capitalise on this improving demand.

"The genetic advances in WA for lamb and in management technology are outstanding and offer a vital foundation to



After an inspection of WAMMCO's Katanning plant last week were Tony Hughes Owen (left), Kate Matthews, WAMMCO chairman Dawson Bradford, Ryhs Woolf, Coll MacRury, Alex Massey and supervisor Nigel Aitken.

the flock building process."

WAMMCO was also well ahead of the play in using VIAscan technology to pay producers for premium lambs and was also benefitting through marketing alliances such as the Australian Lamb Company into the US.

Mr MacRury said WAMMCO's new \$5 million boning room at Katanning would play a major role in keeping WAMMCO competitive.

It is designed to greatly improve our processing efficiency and flexibility, enabling

us to increase the amount of value adding that can be done at Katanning," he said.

WAMMCO expected the new system to assist in achieving further efficiency savings of up to \$3 per lamb, and to assist in winning new markets.

Cooperative chairman Dawson Bradford said Mr MacRury had brought a wealth of meat processing and marketing expertise with him to WA from New Zealand and had settled in quickly to his new work with the WAMMCO board and staff.

## BURMESE FAMILIES ADOPT KATANNING

ABOUT 30 humanitarian refugee families from Burma have taken up residence in Katanning over the past 12 months under a successful recruiting and assimilation program by WAMMCO.

"We took the view that if Katanning could provide a good work and family experience for an initial group of refugees, others might follow," WAMMCO's Katanning manager, Tony Bessell, said last week.

"The Burmese were unskilled, but were enthusiastic and keen to learn and are now deployed across the entire plant. We now also employ an amputee from Burma as interpreter for the refugees and the local Baptist community is assisting with their family needs," Tony said.



New arrivals from Burma, Jairus Maung (right) and Hser Ku Law at Katanning last week with boning room supervisor Alex Hamlin.



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## INDUSTRY SALUTES DES GRIFFITHS

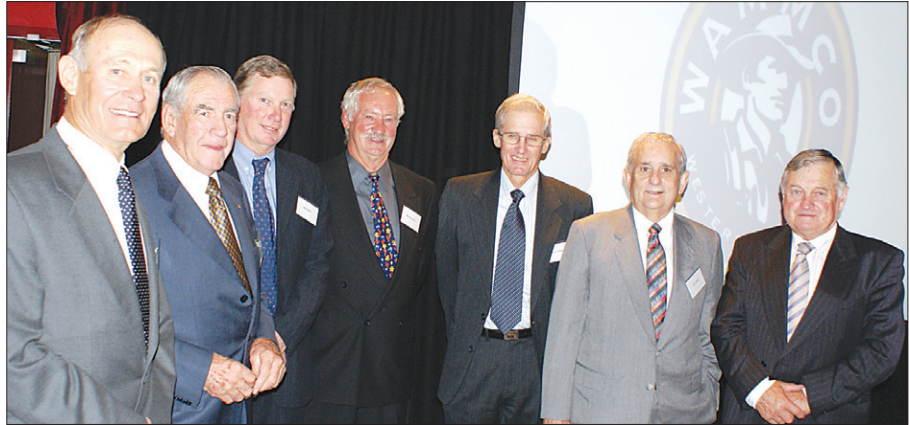
FOUNDATION directors of WAMMCO, former Agriculture Minister Monty House and his successor Terry Redman were amongst honoured guests of the cooperative at the recent farewell in Perth for retiring CEO, Des Griffiths, on April 28.

The foundation directors who were pictured with Des (second right) included Graham Nixon (left), Max Cameron, Mark Bahen, current director Mick Quinlivan, current chairman Dawson Bradford, and Mike Norton.

With Des, they shared the task of addressing major early debts, rationalising surplus processing capacity and changing the WAMMCO 'culture' from high volume to high quality lamb production.

"Des has been widely known for his honesty, integrity and fairness and will always be remembered for his dedication and contribution to the industry," Mr Bradford told guests at the dinner.

Milestones he achieved included post tally-system agreements using principles that still remain today. Des was also a long



serving member of most of the national and state meat industry bodies over many years.

He left WAMMCO after introducing Coll MacRury on April 14, and plans to enjoy his retirement in WA with wife Margaret.



Des Griffiths and wife Margaret at his send-off in April.

## NEW PLANT ARRIVES

**THE** first containers of new plant for the \$5 million boning room upgrade at Katanning were due to arrive in WA this week.

The upgrade, due for completion in September, includes the latest cryovac systems and 'waterless frenching' and other machinery from just-completed research and development.

Katanning manager Tony Bessell (left), new CEO, Coll MacRury and Chairman, Dawson Bradford, discuss details of the boning room upgrade at Katanning last week.

