

Egg exporters can transition to Nexdoc

AS part of the Department of Agriculture, Fisheries and Forestry's focus on modernising its export services, Australian exporters of egg products will be able to use Nexdoc – the new web-based export document management system – to generate export certification from December 2023.

Agriculture Trade Group acting deputy secretary Nicola Hinder said the Nexdoc system offered a range of new and enhanced features, providing Australia's egg industry with a modern technical platform that can integrate with supporting systems and new technologies.

"Modernisation of our certification platforms will strengthen Australia's reputation as an exporting nation of high-quality agricultural commodities, underpinned by robust digitally enhanced services and regulatory practices," Ms Hinder said.

"This will allow industry to be more competitive in international markets by reducing regulatory costs, while maintaining our strong regulatory reputation.

"It is designed to improve product traceability and reporting, and to automate manual documentation and assessment processes, making the certification process quicker and easier to navigate."

Egg exporters will be able to digitally lodge, amend and replace their export certificates with minimal intervention, as well as print approved certificates in their own premises instead of having to collect them from a departmental office.

"Certificates generated through Nexdoc will also render a unique QR code and certificate number, increasing product traceability and security for both Australia and our trading partners," Ms Hinder said.

"While the move to Nexdoc doesn't change

the existing certification requirements for the egg industry, it will streamline administrative processes, saving time and making it easier for exporters.

"This includes reducing the need to contact the department as part of the clearance process.

"I encourage users transitioning to Nexdoc to attend one of the department's virtual drop-in sessions being held over the coming weeks to learn more about the platform and to raise any questions about the new or updated functionalities."

Transition period

Exporters and EDI users who had egg RFPs at INIT, FINL, INSP or HCRD status as at Sunday December 3, 2023 have until 5pm Sunday January 14, 2024 to get egg RFPs finalised/COMP and print their certificates.

From 5pm Sunday January 14, 2024, when Exdoc functionality for eggs will be switched off:

- Any egg RFPs not at COMP will have to be submitted as new requests in Nexdoc

- Exporters requiring replacements of certificates that were issued in Exdoc should contact exdoc.helpdesk@aff.gov.au

To read more about the Nexdoc updates, visit agriculture.gov.au/biosecurity-trade/export/certification/nexdoc/transition



High school students participated in the recent PHA Ag Day event, held in collaboration with UNE.

Engaging and mentoring future poultry industry professionals

NATIONAL Ag Day in Australia is a momentous occasion dedicated to honouring and celebrating the invaluable contributions of the agricultural sector to the nation's robust economy and vibrant culture.

This annual event serves as a platform to underscore the significance of sustainable farming practices, while fostering a deep appreciation for Australia's rich agricultural heritage.

In the spirit of commemorating this meaningful day, Poultry Hub Australia and the University of New England collaborated to run four interactive sessions for high school students over the course of the day.

The combined efforts materialised in the form of an enriching workshop, specifically tailored to high school



agricultural students.

This immersive educational experience took place at the UNE Armidale Campus and aimed to provide students with a comprehensive understanding of various aspects of poultry farming.

Reflecting widespread interest and engagement in this educational initiative, participants hailed either from local schools or embarked on a journey from Kempsey and its surrounding areas.

The sessions were led by Professor Gene Pes-

ti, Dr Eunjoo Kim and Mr Trent McIntyre.

They guided students through a multifaceted exploration of egg and chicken insights, shedding light on the intricacies of the poultry industry.

Furthermore, the workshop explored potential career opportunities in the industry, providing students with valuable knowledge of the diverse pathways available.

A particularly engaging aspect of the workshop was the hands-on practical session fo-

cused on egg quality testing.

This immersive experience allowed students to apply theoretical knowledge in a real-world context, enhancing their understanding of the complexities involved in ensuring top-notch egg quality within the poultry industry.

The workshop served not only as an educational forum but also as a platform for fostering connections and expanding the network of young minds passionate about agriculture.

In a similar vein, PHA, the Poultry Research Foundation and AgriFutures Chicken Meat Consortium have come together to host a compelling networking event during the Australian Poultry Science Symposium in February 2024.

The primary goal is

continued P2



Australian exporters of egg products will be able to use Nexdoc to generate export certification from December 2023.



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Poultry Industry Calendar of Events

2024

JAN 31 - FEB 4 – International Production and Processing Expo (IPPE) 2024, Georgia USA. www.ippexpo.org

FEB 19-21 – Australian Poultry Science Symposium, Sydney Australia. www.apss2024.com.au

FEB 20-21 – EvokeAg 2024 – Perth Western Australia. www.evokeag.com/evokeag-2024/

MAR 12-14 – World Agri-Tech Innovation Summit, San Francisco USA. www.worldagritechusa.com/

MAR 12-14 – Meat Pro Asia, Bangkok Thailand. www.meatpro-asia.com

MAR 18-19 – Animal AgTech Innovation Summit – San Francisco USA. animalagtech.com/

APR 24-26 – International Poultry and Pig Show – Nagoya City Japan. ipps.gr.jp/en/

MAY 13-15 – Food with Purpose – Gold Coast Queensland. pix.au

JUN 24-28 – XVIth European Poultry Conference, Valencia Spain. epc2024.com

OCT 16-17 – Dutch Pork and Poultry Expo – Evenementenhal Hardenberg Netherlands. www.porkpoultryexpo.nl/

OCT 28-29 – International Conference on Poultry Science, Lisbon Portugal. waset.org/poultry-science-conference-in-october-2024-in-lisbon

NOV 12-15 – EuroTier 2024, Hanover Germany. www.eurotier.com

How to supply event details:

Send all details to National Poultry Newspaper, PO Box 162, Wynnum Qld 4178, call 07 3286 1833 or email ads@collins.media

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Future poultry professionals

from P1 to dismantle barriers and foster meaningful connections between academic researchers and industry representatives.

This event, structured as a morning coffee and cake networking function, extends an invitation to mentors from the poultry industry to engage with mentees attending APSS 2024.

Along with myself, Professors Eugeni Roura and Mingan Choct will inaugurate the session with an introduction, setting the stage for vibrant interactions between mentors and mentees throughout the event.

The success of this initiative relies on the

recruitment of mentors deeply dedicated to the poultry industry.

Mentor qualifications include an active career in the poultry sector, attendance at APSS 2024 and a commitment to building networks with early career researchers.

Organisers are actively seeking mentors and mentees who recognise the value of a mutually beneficial mentor-mentee relationship.

If you meet the criteria and are keen to participate, reach out to us at poultryhub@une.edu.au

Your involvement can make a significant impact in fostering collaboration and growth within the poultry research community.



Sessions guided students through a multifaceted exploration of egg and chicken insights, shedding light on the intricacies of the poultry industry.

APSS 2024 is fast approaching

THE Australian Poultry Science Symposium is the premier avian science conference in Australia and attracts delegates from across Australia and the world.

APSS 2024 will be the thirty-fifth edition of the symposium, which will again be held at the Sheraton Grand Sydney Hyde Park.

APSS 2024's overarching theme will be 'Frontier Science – Integrating Nutrition, Gut Health and Welfare', with major themes Genetics, Productivity and Welfare, Breeder Nutrition and Chick Quality, Nutrition, Microbiome and Gut Health and hot topics Sustainable Poultry Production, Antibiotic Free Production and Food Safety.

The major change for 2024 will be the removal of the Sunday night pre-registration and social function, with the official program starting Monday after lunch.

Check-in for the event will open at 9am Monday morning, allowing delegates time to fly in on the Monday, attend to emails and business calls and also socialise prior the symposium opening.

There will also be a 'meet and greet' networking session for new young researchers to connect with industry mentors on Monday morning prior to the start of the conference.

Morning tea and lunch will be included for all delegates on Monday.

Expect an outstanding array of local and international invited speakers, including:

- Sam Abraham, an academic lecturer in microbiology at Murdoch University in Western Australia, who, along with Darren Trott, established the first national network on antimicrobial resistance surveillance in Australian animals

- Dana Campbell is an animal behaviour scientist at CSIRO, with interests in how livestock adapt and respond to different housing environments

- Kapil Chousalkar is a deputy head at the School of Animal and Veterinary Sciences at the University of Adelaide and leads a food safety research group

- David Cadogan is a nutritionist, specialising in monogastric nutrition, production, growth and development.

- Mary-Frances Copley, a senior consultant at Integrity Ag with a background in agriculture and economics, has a particular interest in environmental accounting and sustainability for egg, chicken meat and pork production

- Rami Dalloul, with a PhD in poultry immunology, joined the Department of Animal and Poultry Sciences at Virginia Tech in the US focusing on host-pathogen interactions and poultry immunology, and serves as a leading member for the turkey genome sequencing project.

- Brian Fairchild has been a member of the

Department of Poultry Science at the University of Georgia in the US for 22 years, and is a professor and extension poultry scientist working in poultry house management

- Peter Ferket has research interests and extension activities in applied nutrition of commercial meat-type poultry and utilisation of agricultural co-products as feed ingredients for poultry

- Mike Gidley is director of the Centre for Nutrition and Food Sciences at the University of Queensland, with a major research interest in the linking of plant molecular structures to macroscopic properties with relevance to plant-based food properties

- Filip van Immerseel, Professor at the Department of Pathobiology, Pharmacology and Zoological Medicine of the Faculty of Veterinary Medicine at Ghent University in Belgium, is head of a research group studying host-bacterium interactions.

As always, researchers from far and wide have been invited to submit and present a large range of scientific papers, loaded with industry-relevant content and cutting-edge research.

The extraordinary social program will provide everyone with a plethora of networking opportunities over the three-day event.

For more information, visit apss2024.com.au or contact the APSS team at prf.admin@sydney.edu.au



Speaking at APSS 2024, Filip van Immerseel is editor of the journal Avian Pathology and is involved in many international collaborative research networks.



Nutritionist, specialising in monogastric nutrition, production, growth and development, David Cadogan will be one of the featured speakers at APSS 2024.



Featured speaker Dana Campbell is an animal behaviour scientist at CSIRO.

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19-21 February, 2024



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- Sam Abraham – Western Australia
- Dana Campbell – New South Wales
- Kapil Chousalkar – South Australia
- David Cadogan – Victoria
- Mary-Frances Copley – Queensland
- Rami Dalloul – USA
- Brian Fairchild – USA
- Peter Ferket – USA
- Mike Gidley – Queensland
- Filip van Immerseel – Belgium

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- Nutrition, Microbiome and Gut Health

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New ACVO appointed

DOCTOR Beth Cookson has been appointed to the role of Australian chief veterinary officer.

The appointment comes after an external recruitment process to fill the position following Dr Mark Schipp's retirement.

Dr Cookson brings a wealth of diverse experience across the agriculture, fisheries and forestry portfolio.

Her work on the Northern Australia Quarantine Strategy and in the Biosecurity Animal and Operations divisions, before being appointed deputy ACVO in March 2022, was vital to the ongoing success of the department.

She has extensive experience in the design and delivery of animal health surveillance programs in northern Australia, delivering

biosecurity capacity building programs in near neighbouring countries, biosecurity import risk analysis and international trade negotiation.

The ACVO works to address major animal health issues of national interest, such as the threat of antimicrobial resistance, and enhancing trade and market access for animals and animal products.

Dr Cookson brings a wide range of experience from more than 15 years in policy and operational roles that will greatly benefit the ongoing achievement of these goals.

Her important focus on northern Australia, including working with industry and strengthening partnerships with our near neighbours, will continue as ACVO.



Australia's new chief veterinary officer Dr Beth Cookson. Photo: Andrew Watson



Egg Farmers of Australia Board and team members in Sydney – outgoing Queensland interim director Greg Quinn, new Queensland director Andy Crocker, chair Bede Burke, organisation coordinator Kylie Jackson, Western Australia director Ian Wilson, Victoria director Meg Parkinson, NSW Farmers egg president Brett Langfield, the author, media and corporate communications adviser Christopher Lawson and South Australia director Darren Letton.

Future egg consumption forecast to increase

THE recent Australian Egg Industry Forum in Sydney was well attended by egg farmers from across the country.

A key message to come from the event was that egg consumption was forecast to increase dramatically in coming years.

In 2023, Australians ate 280 eggs each on average.

Research showed that in future years, as our nation's population rises to 28 million, this figure would increase to 300 eggs per person per year.

In the current cost of living crisis, eggs remain one of the most affordable food proteins, with many health benefits.

The forum was told that migrants in particu-



lar played an important role in the rise of egg consumption, bringing with them to Australia, new ways to flavour and cook eggs, which helps to maintain their popularity on breakfast, lunch and dinner tables.

Given the rising increase in consumption and strong demand for such an affordable protein-rich ingredient, the forum heard that by

2025, egg consumption would outstrip supply in Australia by about 15 million eggs.

As our population increases and consumer demand for eggs rises, some of the challenges in expanding egg production include government regulations, a push by supermarkets to phase out cage eggs, the escalating cost of building products and a lack of avail-

able land to expand egg farms, as major cities such as Sydney continue to encroach on valuable land that was once zoned rural.

Meanwhile, the Egg Farmers of Australia Board held its final meeting for 2023 in Sydney recently, and afterwards the annual general meeting.

Also, I would like to congratulate the three winners of the Egg Farmers of Australia industry recognition awards.

South Australia's Days Eggs employee Jessica Spencer was named the Egg Farmers of Australia Young Egg Industry Achiever of the Year.

Former Queensland United Egg Producers chief executive officer

John Coward received the Egg Farmers of Australia Industry Leader Excellence Award for extensive service to the nation's egg industry.

And Australia's chief veterinary officer Dr Mark Schipp was presented with the Egg Farmers of Australia Collaborative Recognition Award.

This award is presented to a government official in appreciation of their assistance to the nation's egg industry.

The prestigious annual awards program recognises the work of people connected to Australia's important commercial egg sector, which has one of the lowest carbon footprints of any food protein.



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Alltech awarded three sustainability medals

A LEADING global animal health and nutrition company, Alltech has been awarded a silver medal from EcoVadis – putting it in the top 25 percent of sustainable companies globally.

The EcoVadis silver medal testifies to Alltech's purpose of 'Working together for a planet of plenty' and its commitment to prioritising the efficient production of nutritious food, while minimising environmental impact, implementing environmentally and economically sustainable solutions, promoting fair labour practices and fostering ethical business conduct.

Alltech has also earned the EcoVadis platinum medal for its production site in Springfield, Kentucky in the US, which puts it in the top 1 percent

of over 200,000 businesses assessed by EcoVadis.

Alltech Coppens – which produces industrial feeds for the aquaculture sector – earned gold-medal status, putting it in the top 7 percent of sustainable companies globally.

Alltech global vice president of ESG Tara McCarthy said: "We are delighted to have received multiple EcoVadis medals as an external endorsement of Alltech's ongoing commitment to the journey that is sustainability."

EcoVadis is the world's most trusted provider of business sustainability ratings, intelligence and collaborative performance improvement tools for global supply chains.

Backed by a powerful technology platform and a global team of domain experts, Eco-

Vadis assesses companies on environmental, social and ethical performance in over 200 purchasing categories and 175 countries.

Alltech president and chief executive officer Mark Lyons said, "At Alltech, we see opportunities in every challenge."

"We are dedicated to delivering smarter more sustainable solutions to advance the health and performance of animals, while also lowering their impact on the environment."

"These awards from EcoVadis recognise the actions we are taking to align our business with our 'planet of plenty' purpose – working together to provide nutrition for all, revitalise

local economies and replenish the planet's natural resources."

Earlier this year, Alltech released its sustainability report, which demonstrated the actions the company has taken to align the business with its commitments to the United Nations Global Compact, the UN's Ten Principles and its Sustainable Development Goals.

Additionally, the report outlines the steps Alltech has taken to promote an inclusive work environment, highlighting its team members' efforts to make a difference in the communities in which they live and work.

For more information, visit alltech.com



Alltech was awarded three EcoVadis sustainability medals.



Alltech global vice president of ESG Tara McCarthy with president and CEO Mark Lyons.

NFF recommends code to combat alarming poultry challenges

THE National Farmers' Federation has recently released its interim report towards creating greater market transparency and competition in the poultry meat sector, following concerns raised by growers and the competition watchdog.

In 2020, the Australian Competition and Consumer Commission Perishable Agricultural Goods Inquiry highlighted significant concerns about practices in the Australian poultry meat supply chain and the impact these had on market transparency, competition and the economy.

The NFF embarked on a comprehensive 12-month research project, funded by the Department of Agriculture, Fisheries and Forestry, to explore the potential for a code of conduct as a mechanism to address these concerns.

The interim report reveals a widespread lack of market transparency, misuse of market power and economic harm within the poultry meat supply chain.

Growers raised a number of alarming concerns including:

- Little to no choice in processors and ability to compare price offerings
- Deliberate undermining of collective bargaining efforts
- Unfair contract

terms, such as growers being required to invest in infrastructure with no additional remuneration

- Contract price increases not reflecting rising input costs

- Refusal to honour contract clauses

- A genuine fear of commercial retribution for challenging unfair contract terms or unfair business practices.

This report has considered a range of policy, regulatory and legislative measures the Federal Government can adopt to address these issues, with the NFF calling for the government to implement a mandatory code of conduct.

Administered by the ACCC, the code will provide a regulatory framework that provides confidence and fair trading in the poultry meat supply chain and will support best-practice policy and regulation for growers and processors.

The NFF welcomes stakeholder feedback on the interim report and will publish a final report in April 2024.

To access the interim report, visit nff.org.au/wp-content/uploads/2023/12/Interim-Report-Exploring-the-potential-for-a-Code-of-Conduct-to-increase-price-transparency-and-competition-in-Australian-poul.pdf

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Wild ducks on the move could introduce bird flu to domestic poultry.

What to Know About Bird Flu

- Occurs in wild birds and can spread to livestock and poultry**
- Transmission to humans is very rare**
- Highly monitored because of its high mortality rate**
- Symptoms are the same as the seasonal flu**

Managing avian influenza

I WAS intrigued to read in a recent newsletter from US magazine *Modern Farmer* of the latest and lasting impacts of avian influenza in North America.

Though a scary and lurking threat here, Australia remains free from HPAI H5N1.

While avian influenza outbreaks have previously occurred here, they've been caused by domestic strains that have evolved to become highly pathogenic, rather than an incursion from globally circulating HPAI strains.

Cant Comment

by BRENDON CANT

With nearly 70 million birds affected, the risk of bird flu spreading throughout North America remains high.

Infection rates could continue to rise, so producers are trying to be proactive.

Mandy Melnyk, for example, has made some changes to her northern Alberta egg and poultry business in the past few months. She serves about 200 families a month with her egg subscriptions and broiler chickens but now, instead of customers coming to pick their orders up from her directly, she's spending a lot of time in the car delivering them herself.

As for many poultry farmers, she is worried about highly pathogenic avian influenza, or bird flu, which has been plaguing the industry since the 1960s.

The current H5N1 variant first came to prominence in the mid-1990s with large outbreaks in southern China and Hong Kong.

This current wave, which started last year, has spread to more than 80 countries.

While there are ebbs and flows of disease transmission, the big outbreak that plagued 2022 hasn't shown signs of slowing yet.

According to Mandy, anybody who comes into your yard is a risk.

Rather than letting customers come to her, potentially infecting the birds on her property, Mandy is going to them and then disinfecting when she returns home.

It's part of a stringent biosecurity regime that is updated and tweaked as needed.

"I have a zillion pairs of different rubber boots," she said.

"I have rubber boots all over my yard to use for different areas."

She also uses vinegar and disinfectant as she moves between buildings and is increasingly keeping her birds inside to ensure they stay away from wild fowl.

The anxiety is understandable, with 69 million birds currently affected with HPAI in more than 47 states and infections striking commercial barns and backyard flocks alike.

The biggest hit so far was in Iowa where a commercial egg laying operation lost 1.6 million birds in late November 2023.

While that's high, representatives from the US Department of Agriculture Animal and Plant Health Inspection Service believe they actually saw even more infections in 2022.

The overall number of birds affected was significantly higher in

that year than in 2023. They had reportedly seen 100 cases in commercial poultry facilities in 2023, versus 306 in commercial facilities in 2022.

Surprisingly, these weren't distinct infection cycles of HPAI, with the current wave of bird flu the same wave they were fighting in 2022.

Minnesota Board of Animal Health communications director Michael Cruson said, "It's kind of convenient for us – as morbid as that sounds – because we just keep the response going."

"We didn't shut our office down or close the books and then have to restart everything."

Minnesota is the turkey capital of the country and has had more than 600,000 birds hit with HPAI in the past four months.

The last distinct wave of HPAI was in 2014 through to 2015, though APHIS said it's difficult to compare the two outbreaks.

More than 70 percent of cases during the 2014-2015 outbreak were due to farm-to-farm spread, versus fewer than 20 percent of the cases in this outbreak.

Cases in the current outbreak were primarily introduced directly from wild birds that were carrying the virus to domestic birds.

As infected birds migrated, drank from shared water sources or left stool or urine in shared areas, commercial birds were infected.

So, watch out Australia.

Stay vigilant. 🐔

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Don't let 'chicken anxiety' scare off consumers

THERE'S a new trend on TikTok that the poultry industry needs to be aware of.

Video confessions of users admitting they fear undercooking poultry have gone viral.

Some are even revealing that they are

so concerned, they've turned to other proteins.

With over 70.5 million views on the social media platform, #chickeanxiety numbers continue to grow.

One user wrote: "I swear my chicken anxiety eventually led

me to veganism."

With another writing: "I will always defend the fact I cut my chicken open to check it – chicken anxiety is real!"

A little caution goes a long way

Here's the thing... undercooked chicken can be dangerous, causing the spread of campylobacter, salmonella or clostridium perfringens.

And a little chicken anxiety isn't a bad thing.

One of the most popular trends on TikTok in 2022 was 'sleepy chicken' – a food safety disaster in the making.

The trend showed users pouring up to a half a bottle of cold or flu medicine onto chicken breasts as a marinade, before boiling the concoction for 30 minutes.

Some of the videos depicted users boiling chicken breasts for only five minutes, which was not long enough for the prevention of foodborne illnesses

such as salmonella.

A cure for chicken anxiety

In this case, the best way to combat chicken anxiety is to fight fire with fire.

According to the Centers for Disease Control and Prevention, you'll know chicken is properly cooked when its internal temperature reaches 74C.

Though consumers might be tempted to wash raw chicken, don't do it!

This can decrease food safety by spreading pathogens around the entire preparation area.

The industry needs to develop fun and educational videos that showcase proper food safety when it comes to poultry products.

Social media plays an important role in the lives of consumers – it's important we recognise that and make efforts to reach consumers where they are. 🐔



With over 70.5 million views on the social media platform, #chickeanxiety numbers continue to grow. Photo: Eiliv Aceron



Research revealed farmers were less motivated by the allure of carbon credits than the improvement to farm productivity that comes from increasing soil organic carbon.

Breaking down carbon farming barriers

IN findings that could have a profound impact on the understanding of how farmers approach carbon management, research funded by AgriFutures Australia found they are less motivated by the allure of carbon credits than the improvement to farm productivity that comes from increasing soil organic carbon.

The findings challenged the notion that carbon credit income was a primary motivator and was one of the many insights that flowed from the \$2 million Carbon Initiative Program, which funded 15 research projects across the country to examine barriers to carbon farming and identify practical solutions.

AgriFutures Australia general manager rural futures Michael Beer said with more than half the land mass managed by farmers, Australia was in a unique position to sequester carbon in soils and vegetation, and avoid or reduce greenhouse gas emissions through established or novel management practices.

"What the research from the Carbon Initiative Program projects has told us is that there are a number of factors, including perceived complexity and risk, the cost of soil sampling, not knowing which information to trust and how information is communicated," Mr Beer said.

"Multiple research projects have found that farmers are more interested in carbon farming when they know that increasing soil organic carbon has an impact on farm productivity.

"The potential to earn carbon credits is really just a co-benefit.

"This is an important message for decision-makers and policy-makers.

"So too is the im-

portance of improving knowledge in what is a complex space and having the tools to assess risk."

Key outcomes and insights from the Carbon Initiative Program

Farmers are hungry for knowledge

Limestone Coast Landscape Board has developed educational resources and even done free soil carbon measurements for some producers, after finding farmers in the South Australia region were keen to learn more about carbon farming but not sure who to trust.

Confusion abounds

The Australian Farm Institute described the carbon market as a "confusopoly" for farmers, so developed an online decision-making tool to help weigh up the risks and benefits of different carbon farming options.

Economic sustainability is critical

Wimmera Development Association conducted interviews across the region and found little interest in carbon farming where the primary purpose was reducing emissions, with adoption instead driven by the search for increased productivity and profitability.

Soil health trumps carbon credits

In interviews conducted by the University of Technology Sydney, farmers spoke about enhancing soil carbon as a win-win for agriculture and the environment, with a tendency to cite the productivity benefits for their farming enterprise before discussing the income from carbon.

Psychological nudges

Queensland University of Technology examined carbon farming through the lens of behavioural economics and found it would only take a few documented success

stories of carbon farming in each region to convince others to take up the practice.

Big companies making the switch

Common Capital found large companies were increasingly looking for low-emission farmers and suppliers and recommended farmers communicate with their value chain about carbon projects.

Rural valuers need help

Carbon Market Institute found no professional guidance for rural valuers with regard to carbon project valuation, leading to a lack of consistency and comparability.

A guidance paper was developed.

How to overcome negative experiences

Interviews with landholders in southern Queensland – home to almost a quarter of carbon projects nationwide – found negative experiences with carbon farming due to historic arrangements where conditions covered the entire property, required total destocking and contained permanence periods of 25 years or more, with researchers recommending education and promotion of arrangements, which allowed limited stocking.

"The Carbon Initiative Program is a comprehensive and ambitious attempt to understand what is driving carbon farming in Australia and what could be done to increase the awareness of the benefits and risks of carbon management to allow farmers to make their own informed choices," Mr Beer said.

"We hope the learnings from these projects will lay a foundation for future research, deepen the knowledge in our agricultural sector and be a step towards helping in efforts to mitigate the effects of climate change." 🐔



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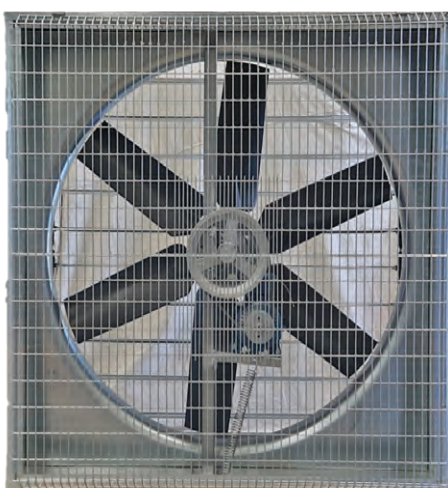


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New mobile jetter for poultry producers

AUSSIE Pumps drain cleaning jettters have revolutionised the way drain chokes are cleared, and are particularly useful for poultry producers and processors.

Not only are blockages cleared in minutes but the build up inside the pipes is stripped away, improving efficiency and function.

Aussie Pumps, Australia's leading supplier of drain cleaning jettters, is experienced working with the poultry industry.

Its latest development is a new compact trailer-mounted 'jet to go' jetter, based on the popular 5000psi King Cobra Class A.

The lightweight trailer is road registerable and, being self-contained featuring a 5000psi jetter, a stainless-steel double-stacker reel kit and a portable mini reel, can easily be towed from site to site.

The double stacker kit includes a high-pressure reel of 60m of 5000psi-rated sewer hose and a low-pressure reel with 30m of supply hose to connect the jetter to town or tank water.

The unique trailer-mounted jetter comes complete with the por-



table mini reel, which contains another 60m of 5000psi-rated sewer hose.

That's a total reach of 120m from the trailer.

The portable reel can be secured to the trailer during transit and stored with a special locking plate.

Aussie Pumps chief engineer John Hales said, "This nimble jetter is easy to move around onsite and efficiently clears chokes in drains and pipes in minutes."

"It can be a shared resource with other sites and doesn't require permanent installation."

All Aussie Pumps jettters feature a Big Berty Bertolini high-pressure triplex pump – the only high-pressure pump on the market that carries a four-year warranty.

The units are gearbox drive and are built for continuous operation, and the jetter is powered by a Honda twin-cylinder electric-start petrol engine.

The machines are de-

signed for efficiency, with the average choke cleared in less than 20 minutes.

Poultry producers also get a huge benefit from the machine because it doubles as a very effective high-pressure cleaner.

It can be used to wash down infrastructure, prepare steel work for repainting and a score of other jobs required for keeping premises clean and hygienic.

The Aussie Pumps high-pressure machines can also be fitted with accessories that can improve efficiency.

These include a turbo lance for the gun that will double the effectiveness of the impact, cutting pressure cleaning times dramatically.

Flat surface cleaners that reduce up to 80 percent of the time needed to clean large paved areas are also an initiative of Aussie Pumps, with the Aussie Spinner covering a 20" surface.

The operator swings it from side to side

for fast and efficient cleaning.

"We consider a jetter as being an essential part of any poultry processing operation," Mr Hales said.

"It can be a multi-purpose tool that can save many hours of back-breaking work and keep the operation clean and in hygienic condition."

For more information on the new compact trailer-mounted jetter, contact Aussie Pumps on 02 8865 3500 or visit aussiepumps.com.au



Making it easy to get jetting, Aussie Pumps new compact trailer-mounted jetter for efficient drain cleaning and wash down.

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Feed supplement for free range hens

A VICTORIAN free range egg farm is about to start trials of a supplementary feed additive processed from blue lipped freeze-dried mussels, which could boost the nutritional value of eggs, particularly

levels of omega-3 fatty acids.

Freeranger Eggs has Isa Brown chickens on an 80-hectare farm at Grantville, West Gippsland.

The supplement is provided by Pet-sHealthRus in Gee-

long with the mussel waste having been processed by Forager Foods in Tasmania.

Preliminary work on utilising mussel waste has been undertaken in New Zealand by that government's Callaghan Innovation agency.

Genuine free range eggs from hens with unlimited access to pasture already have twice the omega-3 levels of cage or barn-laid eggs, as well as seven times the beta carotene and three times the vitamins E and A.

The supplement adds essential calcium, nutrients and protein to the hens' diet.

Free range eggs are higher in protein and contain less saturated fats because of their unlimited access to green pasture.

Freeranger Eggs owners Anne and Phil Westwood said, "There may well be other benefits from the mussel feed."

"We provide our hens with a nutritionally balanced diet formulated for us by Reid Stockfeeds, so we are limiting the addition of the supplement to a maximum of 8 percent by volume.

"That means there is expected to be no fishy taint from the additional omega-3.

"We monitor egg quality constantly and if any change is detected, the trial will be halted immediately."



Freeranger Eggs owner Phil Westwood is hopeful of additional benefits from the mussel feed.



The McDonald's McCrispy chicken sandwich continues to be an important driver of chicken share growth.

McCrispy heads up McDonald's menu

MCDONALD'S McCrispy sandwich has been so popular with consumers that it has now a \$A1.48 billion brand in multiple markets, chief financial officer Ian Borden said.

Speaking during the recent earnings call, in which financial results of McDonald's third quarter of the 2023 fiscal year were discussed, Mr Borden said that chicken menu items – led by the McCrispy – were key drivers in multiple markets.

"Our McCrispy chicken sandwich continues to be an important driver of chicken share growth," he said.

"Having first launched in 2022, and now a

\$A1.48 billion brand across multiple markets."

Two specific markets Mr Borden identified were Australia and the United Kingdom.

The McCrispy was most recently launched in Australia, where, he said, "...early results indicate a lift to chicken category sales, while bringing a renewed focus to our portfolio."

In the UK, there is a sense of excitement as McDonald's has created "...fresh takes on our new global favourites."

In the UK, offerings included the McCrispy, the McCrispy Deluxe and the McSpicy.

"By combining strong execution of our core

menu offerings with new flavour news and limited additional complexity, we continue to strengthen our chicken credibility with customers and maintain our market share leadership in the chicken category," he said.

The McCrispy was first introduced by McDonald's in 2021 as the Crispy Chicken Sandwich.

However, the company announced in March 2023 that the sandwich had been rebranded as the McCrispy.

McDonald's operates more than 40,000 locations in over 100 countries, serving about 63 million customers every day.

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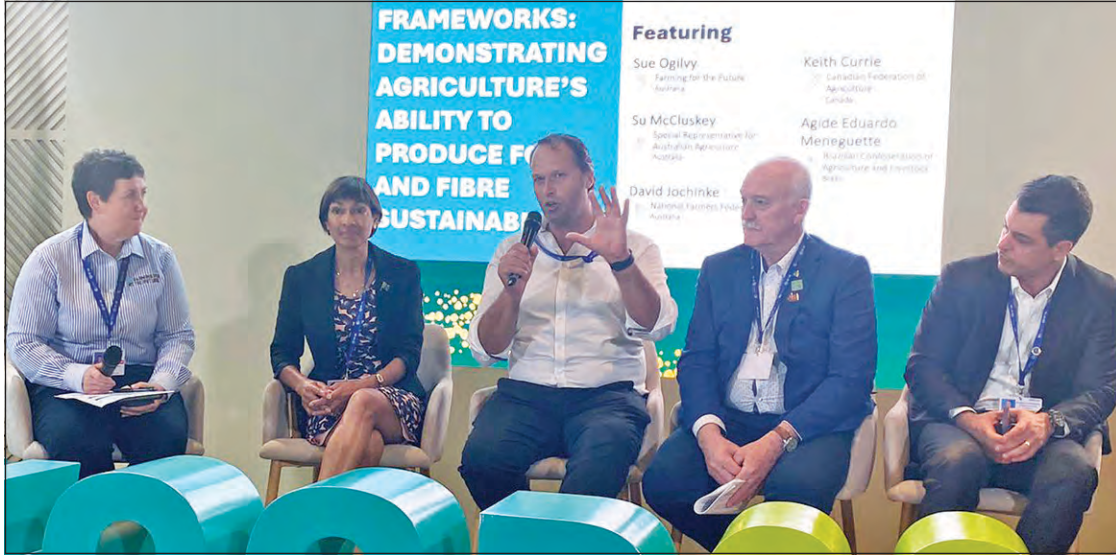
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NFF at COP28 – CNA Dubai manager Ana Fruci, FAEA president Muni Lourenço, FAEMG president Antonio Pitangui, CNA vice president Gedeão Pereira, NFF president David Jochinke, FAEP president Ágide Eduardo Meneguette, NFF CEO Tony Mahar and NFF senior policy officer Harry Young.



Sue Ogilvy, Su McCluskey, David Jochinke, Keith Currie and Ágide Eduardo Meneguette at COP28.

NFF statement on COP28 outcomes

I HAD the privilege of representing Australian farmers at the COP28 summit in Dubai for the first time as National Farmers Federation President.

My time there highlighted to me how critical it is that farmers are represented in these global discussions where decisions are being made about our livelihoods.

We're proud of the leadership Australia demonstrated at this year's COP – both at an industry and government level.

We saw advocacy by Minister Bowen contribute to a more ambitious plan to tackle climate change in a meaningful and equitable way.

We also saw a global alliance of farming groups led by Australia call for genuine action, including through in-

vestment in research to deliver lower emissions agriculture without sacrificing productivity.

It's critical that we step up and be part of these discussions and help steer the agenda.

The risks if we don't are real – both in terms of the impact of climate change and the impact of policies that might limit food and fibre production in the pursuit of net zero.

This was evidenced at COP28 by a report from the United Nations Food and Agriculture Organisation.

The FAO's report was a shallow desktop study that defaulted to lazy recommendations about shifting food sources.

These ideas ignore the facts and science supporting sustainable rangeland grazing systems in places such as Australia, which play a critical role in feeding

the world in a climate friendly way.

It is critical that Australia continues to demonstrate its climate leadership on the world stage.

This includes advancing evidence-based pathways to net zero that take into account Australia's unique and world-leading farming systems.

I'm proud that the NFF, in partnership with the Australian Government and farming organisations around the world, is starting to have an impact in the global climate debate.

We can rise to the dual challenges of climate change and global food security, and farmers having a seat at the table is critical to ensuring we do this in a responsible way.

David Jochinke
NFF President

Gross value of ag production to fall

THE value of Australian agriculture production is forecast to fall as increasing global supply and drier conditions impact farmers.

Acting executive director of the Australian Bureau of Agricultural and Resource Economics and Sciences David Galeano said the forecast for total agricultural production values in 2023-24 is \$78 billion.

This is \$16 billion lower than estimated production values for 2022-23 but would still be the third highest result on record.

"The gross value of production is forecast to fall in 2023-24 as drier conditions impact record-high crop

production levels seen in 2022-23," Mr Galeano said.

"In total, Australian crop production values are expected to fall by \$12 billion in 2023-24."

Livestock production values are also forecast to decline reflecting recent price falls.

Falling production values and incomes are also linked to declining global prices that are reflective of higher global supply.

Over the past three years, agriculture has seen record-breaking crop production because of higher rainfall.

"As we enter the El Niño period, we expect to see the national crop production

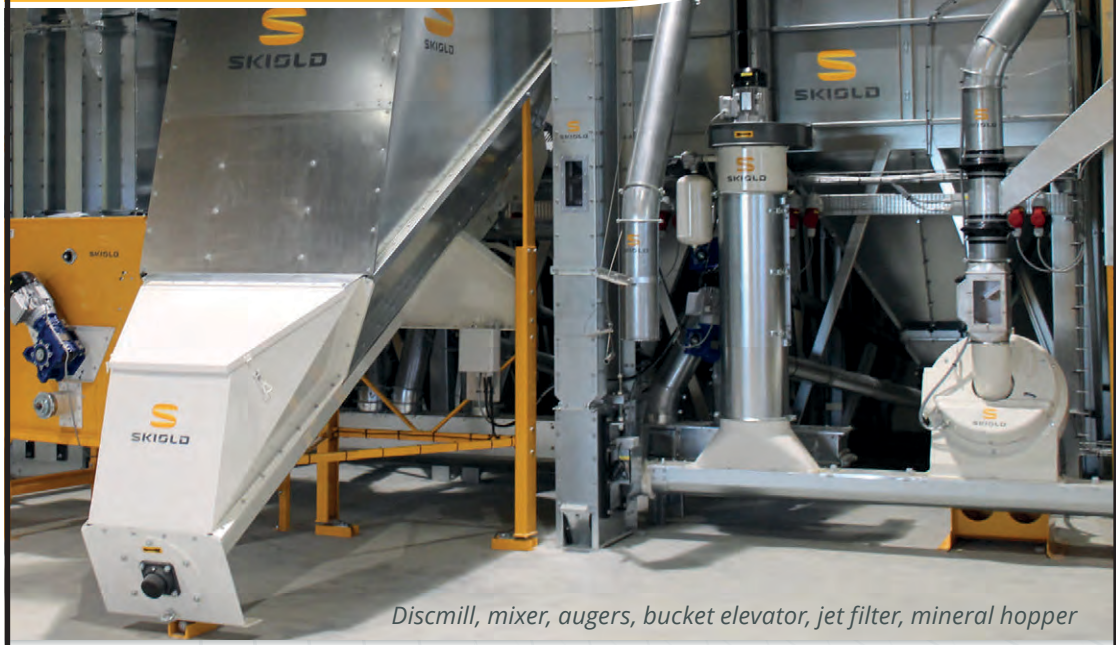
fall from these record highs," Mr Galeano said.

"Crop prospects for winter crops over spring have been mixed and planting of summer crops in 2023-24 is expected to fall, reflecting below-average rainfall and low soil moisture levels during the early planting window.

"Drier conditions and lower prices mean average broadacre farm cash incomes are forecast to fall strongly in 2023-24.

"However, the past three years of high incomes have allowed broadacre farms to build up liquid assets, which should help cushion the forecast downturn."

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Australian Eggs reveals sustainability framework community survey results

RESULTS of the 2023 sustainability framework community survey are now in, revealing an overwhelmingly positive sentiment towards the Australian egg industry, with 85 percent of Australians expressing support for the industry.

The national survey, conducted by Voco-

niq, was designed to understand community perspectives and expectations, shedding light on the public's evolving attitudes towards the sector's sustainability, animal welfare and food security measures.

Survey findings highlight the enduring role the egg industry holds in the

lives of Australians, showcasing a consistent trust in the industry's ability to produce safe high-quality products.

Results of the survey can be found in the 2023 Sustainability Framework Report australianeggs.org.au/assets/Australian-Egg-Industry-Community-Survey-Report-2023-2.pdf

True cost of cheap meat

SALES of organic meat in Australia have been dramatically increasing at an annualised rate of 12.4 percent, with demand being driven by consumers seeking products that are perceived as healthier, more sustainable and ethically produced.

Despite this, the organic meat industry – alongside clever marketing – is pulling the wool over our eyes, with loose guidelines allowing them to advertise a product as humane, while actually engaging in harsh practices.

With Australia having one of the world's highest levels of meat consumption – a yearly average of about 95kg per capita, the meat industry is vital to the country's economy and farmers.

In fact, the red meat and livestock industry's turnover totalled \$67.7 billion in the 2020-2021 financial year, with the industry employing 428,000 people.

Sadly, Australians who are taking steps to buy more ethically produced meats may not be having as positive an impact as they might think.

The words 'free range' and 'organic' are commonplace on supermarket shelves yet, in fact, these products may not be much better than their cheaper counterparts.

With no universally accepted definition of these terms, individuals are misled into purchasing products where animals behavioural and physical needs are not being met.

Butcher Crowd co-founder Rob Moffatt said that wanting more ethically produced meat is why Australian's are looking for produce that is better for their health, better for farmers and better for the animals.

"Supermarket-bought meat may seem like a convenient and affordable option, but the reality is that it often comes at a high cost to both farmers and

consumers," Rob said. "The industrial-scale meat production that supplies these supermarkets prioritises efficiency and profit over animal welfare and environmental sustainability."

The backbone behind the agriculture industry's resilience over the past few years is the everyday Australian farmers working tirelessly to keep food on the shelves.

Butcher Crowd co-founder Damien Moffatt said that pasture-raised chicken not only means happier chickens but also happier farmers and customers.

"There are so many misconceptions when it comes to farming and the production of meat products in Australia," Damien said.

"The average life of a free-range chicken is about 35 days, which is barely enough time to grow feathers and enjoy any time outside.

"Free range means they have access to the outdoors but not necessarily lifelong access nor space to stretch their wings."

He added that to raise a chicken with a better quality of life and therefore better quality of meat, the process needs to be slowed down, with the animals fed a good diet and able to move around freely – pasture raised.

"You can see and taste the difference in the meat of our chickens compared with those of supermarkets," he said.

"Supermarkets want cheap meat fast, so the quality is sacrificed.

"Slowing down this process is beneficial for not only the animal, but for Aussie consumers.

"The quick and cheap approach to meat production can result in low-quality meat that is pumped full of antibiotics and other chemicals, which is not only harmful to the animals but also to the health of consumers."

"At Butcher Crowd, we cut out the middleman and the costs

that come with that, allowing farmers to earn more and not to be monopolised by the big supermarkets," Rob said.

Butcher Crowd is encouraging Australians to be more conscious of where their food is coming from to make better choices for their families, animals and Aussie farmers.

By choosing to support ethical meat producers, farmers are fairly compensated for their hard work and consumers have access to high-quality healthy meat that is better for both their bodies and the planet.

For more information, head to butcher.crowd.com.au

Gary Sansom Scholarship 2024 applications open

THE Gary Sansom Scholarship aims to foster career pathways into the Australian chicken meat industry, while supporting industry research relevant to AgriFutures Chicken Meat Program priorities.

Postgraduate students enrolled in Australian universities who are interested in conducting industry-relevant research are encouraged to apply.

Successful recipients will receive the following support and opportunities:

- Up to \$35,000 for living expenses while undertaking a research project

- Attendance at poultry industry conferences

- An industry supervisor (coordinated by AgriFutures Australia) who will provide career pathway support and insights into the industry

- Career pathway assistance post-scholarship and studies.

To be eligible, applicants must be an Australian citizen or resident, enrolled or

eligible to enrol at an Australian university undertaking postgraduate study, be willing to have a member of the Australian chicken meat industry as a supervisor, and have the desire to contribute to the Australian chicken meat industry

in the long term.

Applications close Wednesday, January 24, 2024 at midnight (AEDT).

For more information, visit agrifutures.com.au/opportunities/scholarships/gary-sansom-scholarship



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Brothers and co-founders of Butcher Crowd, Rob and Damien Moffatt.

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