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NATIONAL Poultry NEWSPAPER

Vol 1. No. 9 September 2018 National Poultry Newspaper PO Box 387 Cleveland 4163 Phone (07) 3286 1833 Fax (07) 3821 2637 Email ben@poultrynews.com.au



The 2018 NSW/ACT AgriFutures Rural Women's Award winner and national finalist Jillian Kilby wants to understand how we can better help start-ups in regional communities.

Applications open for Rural Women's Award

EMERGING female leaders who want to create impact, innovate and make a difference to rural and regional Australia are encouraged to apply for the 2019 AgriFutures Rural Women's Award.

Applications are now open for the 2019 AgriFutures Rural Women's Award – Australia's leading award in acknowledging and supporting the essential role women play in rural and regional businesses, industries and communities.

The AgriFutures Rural Women's Award has seen close to 300 exceptional women from rural communities and industries share their challenges, along with their solutions, to many problems faced in rural industries and communities.

Unbounded food waste, safety in rural settings, innovation and skill shortages in rural and remote communities, along with the impact of literacy levels in industrial settings, are all problems being challenged by the 2018 national finalists of the Award.

The AgriFutures Rural Women's Award encourages innovation and problem solving, looking for projects and initiatives in various stages of development that offer solutions to rural industries and the communities they support.

Projects or initiatives can be commercially focused, providing they still align with AgriFu-

tures' strategic priorities of innovation, creativity, community sustainability, education, productivity, agribusiness, regional development and technology.

Location is also no barrier – applicants can live in rural and regional Australia, or in the city – their applications will be measured on the impact and benefits to rural and regional Australia.

Additionally, the Award criteria outlines that applicants are not required to have a specific project to be considered eligible – applications can be submitted based on an idea, an identified problem or opportunity.

AgriFutures Australia managing director John Harvey said, "As an organisation dedicated to the long-term prosperity of our rural industries, and based in Wagga Wagga, Riverina NSW, we see and feel the impact of the current devastating drought all around us."

"Now is the time to encourage the female leaders in our communities to apply for an award like this.

"If you know someone who is actively contributing to rural industries and regional communities, tap them on the shoulder.

"We hear time and time again that it is often the friendly encouragement from someone else that gets applicants over the line to apply.

"The Rural Women's Award is important as it celebrates success and provides a beacon to an

emerging generation of future leaders across the nation."

Each state and territory winner receives a \$10,000 bursary provided by platinum sponsor Westpac to bring their idea or project to life, access to professional development opportunities and national alumni networks.

Westpac Agribusiness general manager Stephen Hannan said Westpac was again proud to be the 2019 AgriFutures Rural Women's Award platinum sponsor.

"The Award not only provides a Westpac bursary to each state and territory winner, but it also provides an environment for Australian women to harness their ideas and talents to drive innovation and bring positive change to rural and regional communities."

Mr Hannan encourages all rural women who have a great idea to put their hand up in 2019.

"There is the opportunity to join an alumnus of hundreds of previous Award recipients, many of whom are leaders in their industries, who continue to deliver solutions to tomorrow's challenges."

Applications for the AgriFutures Rural Women's Award are open now and close on Wednesday, October 31, 2018 at 11pm AEDT.

Apply now at agrifutures.com.au/rwa

PHA engaging with bright poultry science students

POULTRY Hub Australia recently hosted 15 bright and up-and-coming poultry science students for PoultryGrad 2018.

PoultryGrad is an annual event we run that aims to get poultry science students out of their shell and into industry.

This year the event was run over two days and included a workshop and farm visit.

The workshop focused on identifying the future industry impact of the students' projects and how they could convey this message clearly.

The students were required to do an elevator pitch in lay terms to showcase their research projects.

After a few practices each student presented their pitch to the rest of the group and received peer feedback through a mock investment exercise.



by TAMSYN CROWLEY
Director



Each student was awarded \$200 PHA poultry dollars and asked to invest in the project(s) they thought were well presented, easy to understand and would have future impact in industry.

RMIT student Ms Meg Manohar generated the highest investment and took out the prize with her work solving the chicken apocalypse: delivery of a vaccine antigen using live bacteria.

The farm visit was enjoyed

by all and allowed the students to learn what it is really like on an egg farm.

This experience was the highlight of PoultryGrad, with many students saying "it is so different to what I thought".

One student said she saw her 'future' and was keen to get some industry experience through placement on farm during her studies.

We look forward to hearing continued P3



Tamsyn Crowley and Natalie Morgan with poultry science students from across the country.

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Poultry Industry Calendar of Events

2018

SEP 17 - 21 – European Poultry Conference, Dubrovnik, Croatia www.epc2018.com

SEP 25 - 26 – Poultry Hub Ideas Exchange, Brisbane, QLD www.poultryhub.org

OCT 28 - 30 – International Poultry Symposium, Chitwan, Nepal www.afu.edu.np/vet/ips2018

NOV 5 - 7 – Poultry Tech Summit, Atlanta, US www.wattglobalmedia.com/poultrytechsummit

NOV 11 - 13 – Australian Veterinary Antimicrobial Stewardship Conference, Sunshine Coast, QLD www.avams2018.w.yrd.currinda.com

2019

FEB 12 - 14 – International Poultry Expo, Atlanta, US www.ippeexpo.com

FEB 18 - 20 – Australian Poultry Science Symposium, Sydney NSW <http://sydney.edu.au/vetscience/apss>

JUN 10 - 13 – European Symposium on Poultry Nutrition, AmberExpo in Gdansk, Poland www.espn2019.com

How to supply event details: Send all details to National Poultry Newspaper, PO Box 387, Cleveland, Qld 4163, call 07 3286 1833 fax: 07 3821 2637, email: design@poultrynews.com.au

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Egg farmers of Australia counters community distrust

IN the wake of the beginning of the Poultry Animal Welfare Standards and Guidelines process, Egg Farmers of Australia has committed to openness and transparency in the egg industry to counter community distrust in animal-based agricultural practices.

Farmers understand implicitly that this distrust has been created as a result of incorrect information and images circulated by animal rights activists.

It is our duty to show our community the realities of egg farming in order to dispel these damaging mistruths.

As such, in the past year, EFA has sought out farmers with the generosity to allow interested members of our community to come onto their farms and learn more about egg farming.

We have completed a number of these tours around the country and a huge range of people of different backgrounds and political beliefs have come along and learnt more about our practices.

We have seen people of all walks of life, from politicians and animal welfare scientists to inner city community members, come onto farms.

From this, we have been heartened by the largely positive responses we have received, with many participants reporting changing their opinions on the nature of egg farming.



by JOHN DUNN
CEO



On August 24, representatives from EFA and Queensland United Egg Producers had the pleasure of visiting a Millmerran egg farm to assist in giving a farm tour.

This tour was attended by members of the State Development, Natural Resources and Agricultural Industry Development Committee in Queensland Parliament.

This is a Queensland Government-based committee that produces reports and legislation regarding issues specifically relating to agriculture.

EFA felt it important that Committee members have a working understanding of the reality of egg farming so that, if and when the time comes to discuss the animal welfare standards and guidelines, this Committee would have all the facts.

EFA and QUEP feel this visit went extraordinarily well.

Members of the Committee were interested and engaged in the tour and asked a number of questions about egg farming practices.

We believe moving for-

ward, those Committee members will go on to be advocates for the egg industry.

This demonstrates the power of open engagement.

This aligns with the vital Sustainability Framework being rolled out by Australian Eggs.

The framework aims to

ensure the Australian egg industry is farming in a manner that is socially, environmentally and economically responsible.

As an industry, we must ensure we are meeting community expectations.

It is therefore imperative we have a meaningful understanding of those expectations and the values that inform those expectations.

As such, the first stage of the Sustainability Framework is a community survey being conducted by the CSIRO.

This survey will give the egg industry a true picture of community concerns and from there, we will be able to respond in a way that really and truly addresses

those concerns.

If you want to complete this survey, you can access it via ausstralianeggscommunityresearch2018w.questionpro.com

In a time in which farmers face uncertainty on so many bases – with drought, political uncertainty and more – it is more important than ever to demonstrate to the community the significant impact of losing an affordable, local source of protein.

If you are a farmer interested in opening your farm as part of EFA's openness and transparency push, please feel free to contact Angela at angela@eggfarmersausstralia.org





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PHA engaging with poultry science students

from P1

ing more from these energetic students over the coming years as they complete their research projects and hopefully stay in our industry.

This month we successfully completed our 12-week incubation for the youth innovation challenge grant.

We were invited to pitch our final product to industry, government and other relevant stakeholders at an evening in Sydney hosted by Fusion Labs.

The four-minute pitch detailed our plan for building capacity in the poultry industry and was filled with many relevant chicken puns generating a great deal of laughter and talking points over canapes.

We look forward to the

next stage of this process and rolling out the training and engagement package to the Tamworth region soon.

If you have any specific ideas around training and engagement that would help on your farm, or you want to get involved, feel free to contact us at poultryhub@une.edu.au

Later this month we will hold our annual conference, Ideas Exchange 2018.

This year we will focus on building capacity in our industry as well as showcasing the research we are funding.

While registrations for this year's conference are closed, if you would like to hear about future events, please contact us via poultryhub@une.edu.au or twitter (@PoultryHub).



Tamsyn and Natalie from Poultry Hub Australia presented their final pitch for the Youth Innovation Challenge.

Changes to Farm Household Allowance through Parliament

THE Government recently passed legislation to amend the Farm Household Allowance to help farmers in drought.

Minister for Agriculture David Littleproud said the changes will deliver the \$12,000 FHA supplement from September 1 for couples and \$7200 for singles.

This brings the total payment for a couple to about \$37,000 and to around \$22,000 for a single.

The changes will also lift the FHA net asset threshold cap from \$2.6 million to \$5 million from September 1.

"We're working full tilt to get this support out the door as soon as possible," Mr Littleproud said.

"The increase to the net asset threshold potentially means about 8000 extra farmers will soon be eligible for the FHA.

"The Department of Agriculture estimates 27,000 farmers are potentially eligible for FHA and have not applied."

Mr Littleproud said farmers should not guess at whether they're eligible for FHA.

"They should see a Rural Financial Counsellor," he said.

"We recently announced

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The ABC of egg production spells it out



Egg producers are praying for grain prices to fall, while some grain growers are praying for rain.



Danyel Cucinotta of LT's Egg Farm, Werribee, Victoria.

A RECENT report on ABC Rural News revealed just how tough the going has been for egg producers, with all being victims of escalating feed grain prices.

Some indications are these input costs have doubled in the past six months, while farmgate returns have declined by perhaps 20 percent.

Egg Farmers of Australia chief executive John Dunn was quoted, saying he'd seen feed prices rise by 40 percent since February.

"I think in February feed was selling for about \$250 a tonne and today you are looking at \$450," Mr Dunn said.

"For a standard 700g of a dozen eggs, that means to get those 12 eggs into the carton, farmers are

having to spend 20-30 percent more.

"Egg farmers, like a lot of other farmers around the country, are doing it very tough."

The report then turned to producers like Chris Galvin, a small-scale free range egg producer running 1200 hens at his Ba-jool property in central Queensland, who said it was difficult staying competitive.

He said the cost of grain had skyrocketed, with some having to be sourced from South Australia.

Mr Galvin said he was making changes to his operation to cut production costs and had bought an egg handling machine to cut labour costs and was also considering buying an egg washing machine to reduce wastage.

Third-generation egg farmer Danyel Cucinotta of LT's Egg Farm, Werribee, Victoria, runs 18,000 hens and said she had seen the cost of production increase by at least 30 percent.

She said feed was a major component of their production costs, with free-range chickens requiring more feed because they moved around more and therefore needed more energy.

"As an example, 18,000 hens in one shed, in 10 days will chew through 25 tonnes of feed," she said.

Despite farmers experiencing an increase in cost of production, which is reducing their farmgate returns, there is no sign of wholesale price increases



Cant Comment
by
BRENDON CANT

and consumers are unaware of the challenges egg producers face, according to ABC reporter Jessica Schremmer.

Ms Cucinotta said ideally egg producers should be increasing the price for their produce.

"In the box market, we have the flexibility to slightly increase our prices for eggs, however, those farms that are contracted with the major supermarkets have massive concerns," she said.

"Price wars at supermarkets cause a reduction in price, which in turn means the farmer has been paid less for a product, which is costing at least 30 percent more to produce due to the drought."

Meanwhile, a Wool-

worts spokesperson told the ABC it sold a wide selection of eggs at different price points to meet the different needs and budgets of customers.

"While the shelf prices for barn and free range eggs have remained relatively stable over the past 12 months, price points can vary in weekly specials and other promotional campaigns," the spokesperson said.

"We will continue to focus on providing great value for our customers while ensuring a fair price for our farmers."

A Coles spokesperson said the supermarket's branded free-range egg prices had remained the same for more than 12 months, with the last price decrease in July 2017.

An ALDI Australia spokesperson said the everyday price of ALDI's eggs had remained consistent throughout 2018.

ALDI temporarily reduced the price of some eggs once this year "to assist our suppliers during periods of significant surplus".

"While the industry as a whole is experiencing significant surplus, we have worked closely with our suppliers to ensure they are financially supported through this period," the ALDI spokesperson said.

"Any price reductions have occurred in consultation with our suppliers to ensure the best outcome for all parties."

"While we pride ourselves on our ability to provide customers with

excellent value, we do not support the introduction of pricing levels that put pressure on the supply chain."

"Instead, we can offer reduced prices as part of our streamlined operations and reduced overheads."

Mr Dunn said it was unlikely consumers would see an increase in egg prices at the checkout but there were plenty of challenges at the farm gate as producers grappled to continue to stay viable during the tough times of drought.

For producers it was less a question of staying competitive and more a question of surviving.

"Some of the smaller farmers in Queensland, they would be struggling because they don't have the volume and would be forced more quickly to consider whether they can remain in the industry, which is a great pity and big loss," Mr Dunn said.

"That's creating a very difficult dynamic for many farmers, who are running their eye over the bottom line and wondering how they can make it work and make it sustainable for the next generation."

Note: Jessica Schremmer is the acting rural reporter for the ABC Capricornia, based in Rockhampton.

She grew up in a small German farming town near the Black Forest before moving to Australia.

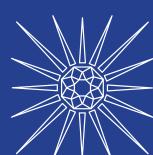
Jessica began her career reporting for the *Chinchilla News*. 

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Looking for a drought silver lining – will consumers continue to choose product over price?

THE recent media coverage about the drought situation in Queensland and NSW has no doubt increased the awareness for many people living in our cities of some of the vagaries of life on the land, helping remind them how important farming is to the foundations of our society.

This has led to a greater desire to buy local produce and if need be, pay a bit more for it.

But when it rains again, will the ‘average’ Australian consumer simply

return to a cheapest option approach, or can this drought be the catalyst to change people’s perception of locally grown food and fibre and the value they place on it?

Australians spend just 9.8 percent of their household income on food each year, one of only eight countries in the world to spend less than 10 percent.

By contrast, developing countries spend a much greater proportion on food.

Ten spend over 40 per-

cent on food, with Nigeria topping the list at 56.4 percent.

While these numbers reflect a common trend across western society and general living standards, other factors also contribute.

For starters, farmers in this country are among the world’s best at growing quality food and fibre for our nation and many more, feeding about 60 million people every year.

Australia ranks fifth out of 113 countries on the Global Food Security In-



dex, with the agricultural sector continually providing affordable, accessible and safe food.

By producing three times more food than we need, Australian consum-

ers have become spoilt for choice and food security is something most wouldn’t contemplate.

Accounting for over 84 percent of domestic food market share, the major supermarkets also play a key role in determining consumer behaviour through their constant price wars.

While this is a fundamental tenant of capitalism, in the consumer’s mind it devalues food, what it takes to produce it, and what a fair farmgate return might be.

And “down-down” and “cheap-cheap” seem to have become major influencers on shopping habits.

For example, chicken meat appears to have become a supermarket ‘sacrificial product’.

With per capita consumption of chicken almost double the next preferred meat (pork) for Australians, the major supermarkets continue to vie to offer the lowest price to ensure customers come back to their store to source their favourite protein source.

However, most consumers wouldn’t consider the impact a \$9 cooked chook or RSPCA-approved fresh deli chicken breasts for \$8.50/kg have on the chicken meat industry, and most would now (understandably) consider it a fair price – readers of this column would be aware it’s not.

Protracted drought conditions have seen feed costs for poultry producers double in the past six months.

With feed costs accounting for about 70 percent of the cost of growing a meat chicken and about 55 percent of the cost of producing eggs, this is having a massive impact on the profitability and long-term viability of many

chicken meat and egg farming businesses.

For egg farmers, the combination of drought impacts and supermarket demands is resulting in a 40-50 percent reduction in farmgate returns.

Disappointingly, both industries have so far been unsuccessful in their attempts to get the major supermarkets to increase their retail prices.

While researchers of consumer behaviour tell us there is a barrier between ethical intent and ethical behaviour, the increased awareness of how the drought is impacting our sector would mean most shoppers are likely to understand it is costing more to grow their food and they would accept any ‘drought premium’ applied.

If this understanding could be sustained, the current drought could be a catalyst for change.

Recent changes to food labelling laws mean it is now easier for consumers to choose home-grown products.

So creating a ‘product over price’ shopping ethos would result in consumers playing an active role in helping to build more resilient farming businesses and rural communities in the future through higher farmgate returns.

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CSIRO community survey goes live

community expectations.”

The CSIRO will survey more than 5000 Australians about the egg industry as well as conducting an open call for any interested members of the public to have their say.

Australian Eggs, an industry-owned research organisation, has invested in the project that’s being undertaken by the CSIRO.

The research is designed to gain an understanding of community sentiment, with the ultimate aim to develop a Sustainability Framework to help ‘future-proof’ the nation’s egg industry.

Australian Eggs managing director Rowan McMonnies said the organisation is prepared for a ‘warts and all’ report to emerge from the research, the largest consultation program ever undertaken by the industry.

“We are going into this process with our eyes wide open, and a firm belief that our members will be far better placed to develop sustainable futures for their businesses, armed with the information that emerges from this work,” Mr McMonnies said.

“We want to get on the front foot with this because if you don’t listen to the public you can very quickly get out of step with

the drivers of change.”

“We are expecting the results to provide real and compelling data that will help create a sustainable future for the egg industry in Australia,” Dr Moffat said.

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Land use and development farming viability in a changing landscape

B E R N A D E T T E

Mortensen was a 2015 Nuffield Scholar and she recently completed a study supported by Nuffield Australia and Woolworths that aimed to investigate agribusiness viability in a changing landscape in the context of land use and development.

Findings from her study are detailed following.

The key areas of investigation were the challenge of urban sensibilities on rural development and practice, and the effect of urban sprawl on existing land uses as well as the use of policy and legislation in shaping agribusiness growth.

The countries visited were developed countries with comfortable, largely urbanised populations, similar to an Australian demographic.

Key findings are the world faces a resource management challenge that will require a renewed approach to communication, flexibility and understanding in planning and farm diversification in order for farmers to remain financially viable and feed our growing global population.

This report makes planning recommendations for Australia, based on research in other countries.

These recommendations centre around improving the outcomes of agribusiness expansion and intensification through more effective engagement with the media and the general public.

Government and agribusiness co-operation is needed to compile data on existing developments and create a database of approved technologies.

The aim being to give planners added confidence in approving intensive farming developments, when such developments compete with the needs of urban expansion.

Efforts to retain agricultural land in production through taxation and marketing intensive urban living as a desirable and environmentally friendly option would ease the pressure on land release and reverse sensitivity by maintaining critical mass of both agribusiness and housing.

What could Australia learn or adopt from other countries?

This study into the global challenges and potential solutions for the intensification and development of agribusiness has been broad and varied.

The topic is, in itself, complicated as it relies heavily on managing people's fears and uncertainties; the feeling of confidence in a situation needs to be established for development to occur.

Recommendations for farmers prior to development.

Figure 20 outlines some key areas to guide and focus farmers looking to intensify, expand or develop their land.

Having situational awareness of 'social licence' and managing the fear response to change cannot be underestimated.

Time and money can be saved by engaging with community stake-

holders early.

In doing so, farmers have an opportunity to allow for potential objectors' fears and desires to be factored into development proposals, before investment in the proposal documentation is made.

The understanding gained may send a farmer onto a different path to diversification based on their specific 'social licence', for example, niche products like ice-creams or agri-tourism.

The understanding gained may allow for farmers to build social licence through the engagement of local 'thought leaders'.

Thought leaders are respected members of the community who are able to influence the greater community.

By engaging these types of people, the desires or fears of potential complainants can be mitigated or built into the development plan.

It is true, however, that a farmer may have the rights under planning law, engage with stakeholders, explore diversification and still not gain social licence.

There are times when the only solution is to ensure the development proposal is still viable with the added cost of defending the proposal.

The defence of the proposal can easily equal or exceed the original development documentation cost.

During the course of the study, a variety of different legislation, policy and schemes were investigated to discover ways in which agribusiness could remain viable in a changing landscape.

In analysing these, there are a range of goals against which they have measured.

Figure 21 summarises the desired outcomes of the research in terms of retaining agricultural land in production and limiting changes to the rural demographic.

The green sections indicate the achievement of the study goal.

As shown, no one policy achieves all the goals.

Australia is in a position to learn from international legislative experience in determining and establishing its own.

The best policy for the Australian context will be a combination of the key legislative features from around the world.

Of interest, it was noted that although rules can be established permitting or

restricting people's use of land through legislation and policy, these same rules can be challenged by objectors and are subject to the changes of government priorities.

Options such as 'Right to Farm' legislation, 'Zoning' and the 'Canadian Green Belt' did not overcome the challenge of the changing demographic, which is a bigger contributor to failed development attempts than lack of legislation.

It is the author's opinion that coupling supportive designated areas and 'Right to Farm' legislation with taxation incentives, such as the 'Land Mobility Scheme' investigated in Ireland, would reduce the pressure on development applications by managing the changes to the rural demographic.

Australian farmers have come under criticism for selling land to speculative and lifestyle buyers to secure retirement funds – the implementation of a program that encouraged the leasing of land to other farmers has many benefits.

The first benefit is to new entrant farmers or existing farmers not burdened with the capital expense of buying land, allowing for capital to be spent on developments.

Second, it would alleviate the pressure of farmers having to sell their land to the highest bidder by giving farmers an option of a tax-free income stream into retirement.

Lastly, an incentive of this nature would ensure a continued critical mass of farming activities, which has positive impacts not only on the sympathetic rural demographic but also on the economic front where services provided to agribusiness can be maintained.

Figure 22 summarises specific areas, which if addressed in Australia would ease the challenges on agribusiness development.

These have the potential to retain agricultural land in production, build confidence in agribusiness 'social licence' and reduce the pressure of urban sprawl.

Recommendations for retaining critical mass of quality farmland and building broader social licence

Prioritising natural resources is recognised as an essential aspect of continued prosperity for humanity and the environment.

Collaboration between industry, research and government to implement an improved method of natural accounting such as Flanders Versatile, is needed.

The Flanders Versatile model encompasses more aspects of a system's sustainability, giving a broader view of what makes an area suitable for agriculture or housing.

Redefining society's outlook on living and housing requirements would aid in

continued P10

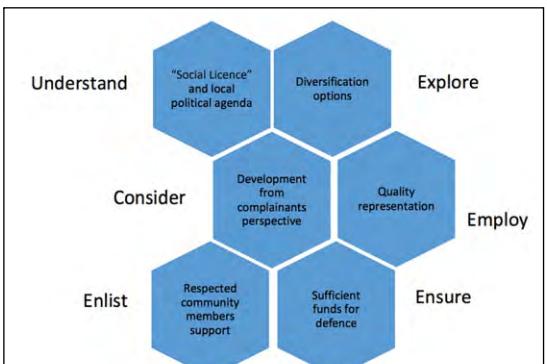


Figure 20: Recommended steps for farmers considering designated development.

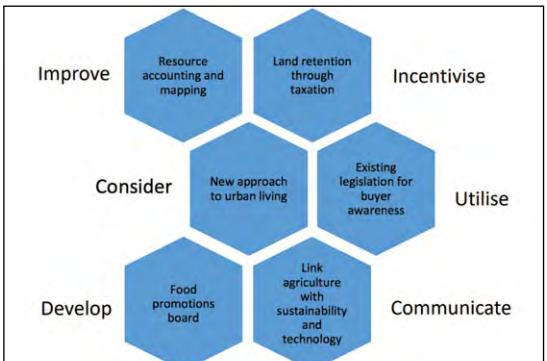


Figure 22: Recommendations for retaining agricultural land for agricultural production.

		Study Goals							
Program/Practice	Country Practice Observed	Promotes the retention of Ag land	Recognition of food security	Consistent approach to growth	Prioritises agriculture	Reduces speculative pressure	Informing public of rural expectations	Improves agribusiness options	Promotes land consolidation or limits fragmentation
Zoning	All Countries								
Designated Areas (Green Belt)	Canada								
Development Rights Purchase	US								
Land Mobility Scheme	Ireland								
Right to Farm Legislation	US								
Common Agricultural Policy	Europe								

Figure 21: Study goal outcomes for agricultural land retention and development schemes investigated.



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Land use and development farming viability in a changing landscape

from P8

land being retained in production and conserve more natural beauty for society to enjoy, rather than seeing hectare upon hectare of land converted for our current housing preferences.

People are generally concerned with the environment and enjoy the great outdoors and natural settings to 'escape' to.

Beginning a new trend where downsizing or minimalist living is attractive, socially more acceptable, better for themselves and the environment could be marketed to people.

BASIX is a NSW planning approval system, setting minimum standards of energy efficiency and environmental considerations.

Expanding this to include land use would reduce the requirement pressure of greenfield sites.

Redeveloping the existing house and land packages to medium-to-high density alternatives and allowing for greater shared green spaces would be an option.

If the sprawl of urban developments is limited, creating higher densities of population in existing areas, it would allow greater investment in existing infrastructure as it removes the need to spread economic resources to provide and maintain new roads, schools, water and sewage.

Engaging with the consumer base in a language and style that is consistent with modern forms of communication is an expensive exercise, yet is an essential step in gaining consumer confidence and social licence to operate.

As an industry, invest-

ment in mainstream media campaigns, as was done in Denmark by the Danish Agriculture and Food Council, would connect consumers to the benefits to society of Australian agriculture.

The positive message of practices using modern technology can be connected to sustainability, such as reduced fuel usage through the implementation of GPS technology or improved animal welfare outcomes through housing design.

There is an opportunity to learn how to be visible to the consumer base from the successful campaigns run by the opposition, utilising similar crowdfunding techniques and encouraging influential people, thought leaders, to be spokespersons for the industry.

It was noted that the use of language in planning documents can support objectors in their complaint process, which makes it important for industry and farmers to be involved in the periodic planning policy review process.

The importance of developing society's confidence or social licence in agricultural systems and technology cannot be understated in terms of planning opportunity and flexibility for agriculture.

Collaborative investment by the farming sector and government to generate a database of complying development would be useful.

The aim would be to give community confidence by testing technologies to mitigate the impacts of development.

A database of approved technologies is required to

speed up and reduce cost of the approvals process, by giving planners confidence to approve developments, rather than operate under the precautionary principle theory.

Consolidating the responsibility of agribusiness development approvals to a single national agency like the EPA would be a huge benefit to Australian agribusiness, ensuring the resources are well utilised and that a specialist team could be assembled, which understands the needs of agribusiness.

Agribusiness is well placed in its ability to deal with land and climate change through innovative solutions.

This, however, can be counter-productive for prioritising current agricultural land, as it can reassure decision-makers that food security can be maintained with lesser-quality land or environmental conditions, hindering efforts to preserve quality growing conditions close to cities.

It is illustrated by the many cultural revolutions throughout history that social licence is a powerful force, capable of disrupting the very fabric of society.

It is clear that managing and working to bolster social licence is key to future expansions of agribusiness.

Understanding and working within the social licence of an area can be a cheaper and easier option and lead to new opportunities.

In terms of natural resource management and cost, the existing social licence can sometimes not

be the best option.

It is in these instances that agribusiness must be proactive in building rapport with communities by ensuring there are charismatic leaders communicating the benefits and importance of agribusiness.

Final recommendations

When making development applications, farmers need to:

- Understand the local 'social licence' and local political agenda;
- Explore diversification of existing systems and value-adding to ensure viability;
- Consider development from a complainant's point of view;
- Employ quality representation to engage with planners and complainants;

- Enlist people of community standing without vested interest to support development; and
- Ensure funding for legal defence of the application.

Industry investment co-ordinated to:

- Link consumers with agribusiness's use of technology, resource management and relevance to society using mainstream media to connect; and
- Develop display farms to display technology and common practice to the public.

Government should:

- Promote agricultural land preservation through an introduction of a tax incentive program for the retention of agricultural land in production;
- Improve agricultural land preservation through an improved approach to resource accounting and mapping;
- Develop a consistent

approach to development applications, by removing the application for intensive designated development to specialist teams within the Environmental Protection Agency rather than local government;

- Re-evaluate the release of land for sprawling development, rather investing in a more concentrated living environment for people; and
- Local government should communicate with purchasers of the rural nature and possible disturbances in rural areas by using the Section 149 planning certificates.

Industry and Government Collaboration is required to:

- Create a database of complying development data and approved technologies for use by approval agencies;
- Developing trust, cooperation and collaboration between government bodies and industry to support growth through joint fact finding; and
- Develop a food promotions board.



Study author Bernadette Mortensen.

Not all products are available in all markets nor associated claims allowed in all regions.

LEVUCELL SB as a tool to reduce the risk of foodborne pathogen contaminations on carcasses of broilers



Campylobacter and *Salmonella* spp. are the two most commonly reported causes of foodborne disease. Poultry flocks are considered as the main reservoirs. To limit the prevalence of contamination, measures should be applied in the broiler meat supply chain but also on farm.

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AT PROCESSING: **LEVUCELL SB helps reduce the risk of foodborne pathogen contaminations on carcasses of broilers.**



Oliver's Hens an impressive venture from innovative school student

HI, my name is Oliver Bora.

I am 17 years old, and my mission is to set up a pasture-raised egg farm at my school, Shearwater Steiner School in Mullumbimby.

Oliver's Hens will provide fresh, local, organic and truly free-range eggs to my local community.

I believe young farmers are the future of a sustainable food system, and I want to lead by example.

I need your help to get Oliver's Hens off the ground.

The Oliver's Hens story

I grew up in China and have always had a love for animals and the outdoors.

Moving to the Byron Shire when I was 12 years old opened my eyes to a whole new world and I now have the privilege of understanding where our food comes from.

I believe sustainable and ethical farming is the future and everything I've learnt has inspired me to create my own ethical farming enterprise.

Over the past year, I have been working hard on developing my business idea, incorporating my different school subjects, attending community programs, working with local business owners and involving other students at my school.

I have learnt that following your passion and finding a project of interest to you allows you to get the most out of your education.

Education and enterprise

By relating subject tasks and assignments to my business idea, I have been able to explore paths that will lead me beyond school.

For example, in English, rather than write a short story, I wrote my crowdfunding video script and developed the whole

crowdfunding campaign.

I have involved my peers at school as much as possible.

Rather than employ an external filmmaker, I worked with a talented Year 8 student from my school to bring my vision to life.

I created a logo competition and invited students from Year 1 to 12 to enter their designs.

Seeing the excitement on the children's faces as they submitted their work made me realise this project is bigger than me.

I want to inspire other students to follow their passion and think about education in a new way.

In future I see my business supporting other young startups in the local community, with funds from my egg sales going directly towards an enterprise competition I will run for school students.

If you believe in what I'm doing, then get behind me and be part of this unique school community project.

Budget overview

I need \$45,000 to get Oliver's Hens off the ground and I'm hoping to raise at least \$38,000 through this campaign to put towards these costs.

I have done over 12 months of research, including ongoing meetings with local farmers and entrepreneurs.

I am confident in my budget and have been working hard to save my own money for this project but need your help.

Timeline

Once this campaign reaches the target I will be able to order the hens and caravan, allowing me to get started.

It will take three to four months from this point to have Oliver's Hens in production, fulfilling the pledges and selling eggs in the local community.

I already have support from local outlets including Santos Organics, Mullumbimby, who will act as one of my pickup points in Byron Shire for campaign backers who pre-purchase eggs during this campaign.

I hope to have my eggs available in Byron Shire within six months.

What makes Oliver's Hens different

In my system, each hen will have at least 4sq m of fresh pasture to roam.

In conventional free range systems, hens are only required to have 1sq m to move.

My hens will be fed high-quality organic grain and moved every two weeks to keep them happy and healthy.

Regularly moving the hens will allow grass to regrow and soil to regenerate.

A big plus with this method is the hens will have access to fresh forage.

This means they will be happier and healthier, and their eggs will have about 400 percent more omega 3 than standard cage eggs, making them a lot tastier and better for you.

Operating my business at the school I have attended offers unique and exciting educational opportunities for the whole school community.

The kids can't wait to see the chickens and be involved in the future of Oliver's Hens, and I can't wait to get more kids involved in sustainable agriculture!

Challenges

Being young and still at school can make starting your own business challenging.

Attending school every day and keeping up with the demands of the HSC makes it hard to find time to work and save the money to get my business off the ground.

This is where you come in, to help bring this project to life.

I've almost completed my studies and I'm looking forward to contributing to the school community in a whole new way with Oliver's Hens.

Once up and running, I am confident I have the time, skills and knowledge to successfully run this business.

I have the support of my school and local farmers.

I am truly passionate and determined.

With your help, we can make Oliver's Hens a reality.

Please pre-order your eggs or donate to my campaign today to support me in building my farming operation.

Let's show other young people thinking about their future that we can create a sustainable food system together.

For any more information and to donate today, visit pozi.com/project/olivers-hens

Oliver Bora

Oliver Bora is a school student on a mission.



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Inaugural NSW State of Biosecurity Report released – highlights state's progress

NSW Department of Primary Industries has released the inaugural NSW State of Biosecurity Report, which assesses the status of biosecurity in NSW and highlights progress in achieving the objectives of the NSW Biosecurity Strategy 2013-2021.

DPI deputy director general Biosecurity & Food Safety Bruce Christie said everyone in NSW had a role to play in managing and mitigating biosecurity risks.

"The NSW Biosecurity Strategy 2013-2021 promotes the concept of biosecurity as a shared responsibility, where the government, industry and the people

of NSW work together to protect our economy, environment and the community," he said.

"This inaugural report reflects on the state's achievements, including the Biosecurity Act 2015, which brought together all or part of 14 different Acts to streamline and simplify the way biosecurity risks are managed and outcomes are achieved in NSW, and took effect on July 1, 2017.

"It shows that between 2008 and 2017 there were 24 national biosecurity plant and animal disease and pest incident responses costing \$526 million, with the related costs shared with the Common-

wealth and other states and territories under the national biosecurity deeds.

"In terms of human health, the report looks at the work of NSW Department of Primary Industries with partners in NSW Health and Local Land Services to monitor and track, identify and contain infectious zoonotic diseases.

"Several of these diseases are endemic to NSW including hendra, anthrax, the Australian bat lyssavirus and Q fever, with 225 cases of Q fever detected in NSW in 2016, incidences of which have dropped since the 1990s."

Good biosecurity prac-

tices benefit business through increased access to premium markets around the globe, improved efficiencies and yield and decreased costs of production.

Biosecurity benefits our environment and community through supply of healthy safe food; recreational access to the state's natural resources, minimising the risk to native flora and fauna and protection of assets and infrastructure.

NSW DPI works with the Commonwealth Department of Agriculture and Water Resources, Local Land Services, Local Government, the NSW Office of Environment

and Heritage and industry to co-ordinate, promote and participate in surveillance activities at state, national, regional and local levels.

Active surveillance programs are in place for animal and plant pests and diseases, aquatic pests and diseases, invasive weeds, pests and animals.

"This inaugural report shows that be it animal and plant pests, diseases or weeds, risks to biosecurity are increasing in part as a result of climate change and increasing trade and travel movements," Mr Christie said.

"It is the constant vigilance of the entire community in partnership,

and harness opportunities with our stakeholders and partners."

To read the full report, go to dpi.nsw.gov.au/biosecurity/biosecurity-legislation/nsw-state-of-biosecurity-report



Photo: Jackson Forderer

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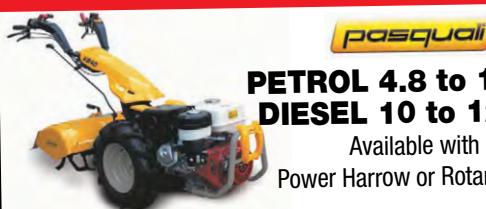
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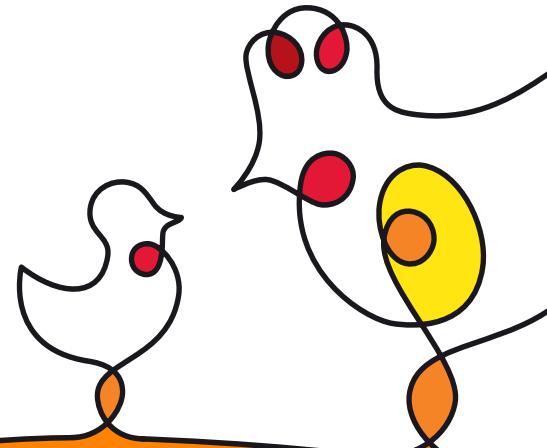
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POULTRY INDUSTRY CHARITY GOLF DAY | August 24

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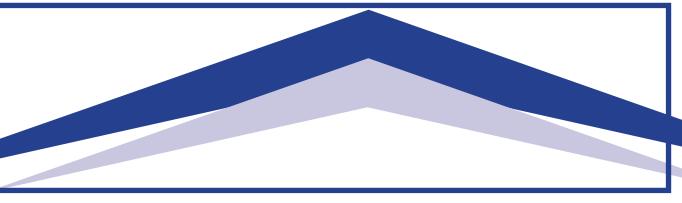
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The Santrev team turned out to support mental health.

Queensland Poultry Industry Golf Day supports mental health

A GREAT day was had by all at the Queensland Poultry Industry Charity Golf Day, raising funds for the Black Dog Institute.

Santrev wanted to bring back the event for the first time in eight years for everyone involved in the industry, to raise awareness of mental health and ensure a great day out.

Working in agriculture, we know Australian farmers can fall on hard times fast and we wanted to help Black Dog Institute to support all those affected in times of need.

We are extremely proud to report that because of the generosity of all who supported the Poultry Industry Charity Golf Day, all expectations were exceeded and a phenomenal \$25,000 was raised for the Black Dog Institute.

Santrev managing director Luke Trevanion said, "On behalf of the poultry industry, we're delighted to be able to make this donation to such a worthy cause and I would again like to thank all those organisations and individuals who contributed so generously towards making this event such a success."

The event was held on Friday, August 24 at the Brookwater Golf and

Country Club with conditions ideal for good scoring, and a late-afternoon thunderstorm did little to dampen the spirits of participants.

Seventy-six players teed off in the event, which was won by the team of SB Wealth comprising A Coates, M Sammut, B Williams and N Sinnathambay, seeing them take home the cup.

Second place went to the team of L Trevanion, B Morton, M Trevanion and M McBain.

The day received great support as there was a wide cross-section of players from all sectors of the Queensland poultry industry including numerous supplier organisations.

Luke wanted to thank all the day's sponsors including NAB, G Gallagher, Gold Group, ACS Engineers, SB Wealth, Farm

Mark, Australasian Agricultural Services, Agribiz, Stramit, Navia Logistics, Integra Water and *National Poultry Newspaper* for their contributions.

As it is the intention to make this an annual event, please pencil August 2019 into your calendar.

If you would like to join our mailing list for the 2019 Poultry Industry Charity Golf Day, please email ruby@santrev.com.au or advise the head office on 1300 815 888.

"You don't have to be good at golf, it's really about the opportunity to catch up with friends, colleagues across the poultry industry and raise funds for a great cause," Luke said.

Check out all the action from the day on the Santrev Facebook page.

See you there next year!
www.santrev.com.au



Navia Logistics were hole sponsors.



Professional Golfer Girl took a swing for charity.

www.poultrynews.com.au



POULTRY INDUSTRY CHARITY GOLF DAY | August 24



Second place winners M Trevanion, B Morton, M McBain and L Trevanion.



Andrew from SB Wealth collected the first-place cup from AFL legend and special guest Richard Champion.



Agribiz were hole sponsors.



Players were briefed prior to heading out on the course.



Queensland growers joined in on the day.



Santrev teamed up with Cater Capner Law.

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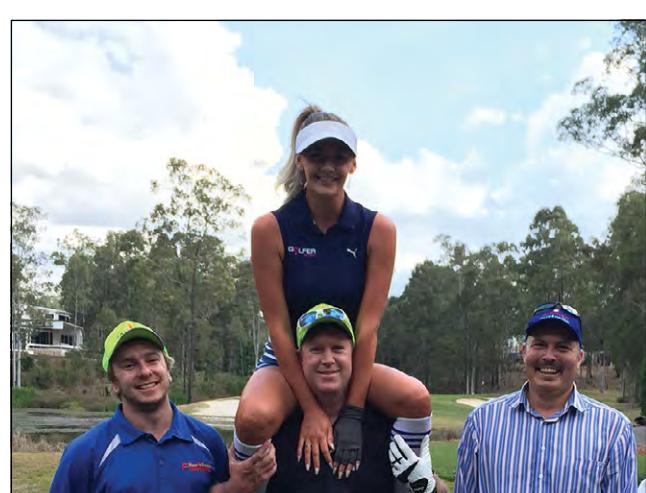
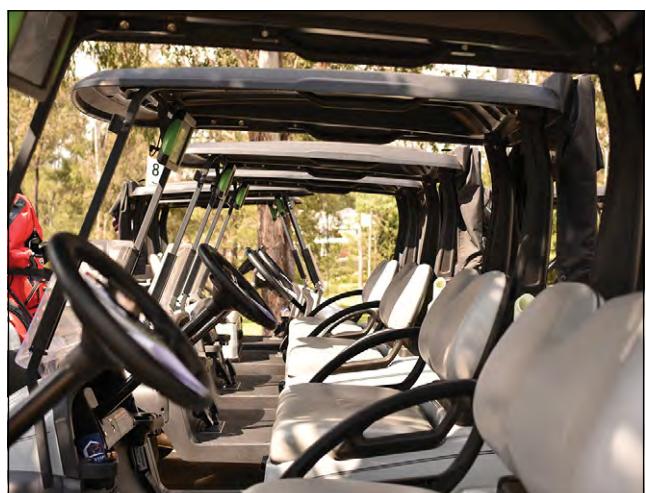
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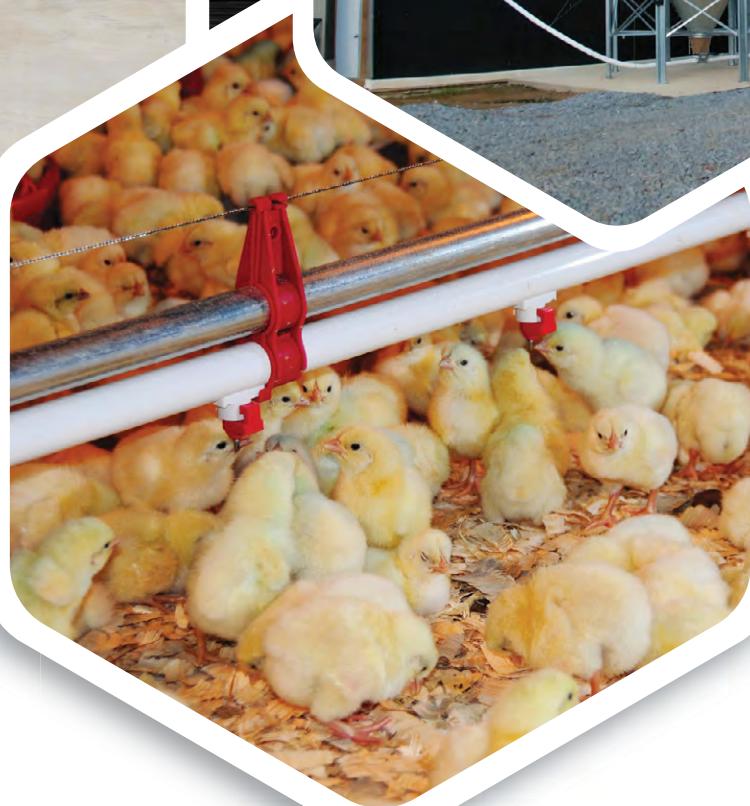


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