

SNAPSHOT

IDENTIFYING STRATEGIES FOR REGULATOR AWARENESS – ON PLANT REGULATORS

Project Report Reference: 2017-1072

Date: 14 March 2018

Project Description

The Australian Meat Processor Corporation (AMPC) provided funding for Food and Veterinary Services Pty Ltd to present at the Department of Agriculture and Water Resources (DAWR) On-Plant Veterinarian Professional Development weekends. These presentations were aimed at providing On-Plant Veterinarians (OPVs) with an understanding of the industry as a whole, their role in the industry and the impact their role can have on meat processing. Meat science and meat quality was also discussed.

Project Content

Presentations were provided by Food and Veterinary Services Pty Ltd at six OPV weekends with positive feedback and interest from the on-plant regulators (both On-plant Veterinarians, Area Technical Managers and Field Operation Managers). Topics covered in the presentations included:

- The Australian Meat and Livestock Industry
- Red Meat Industry Peak Bodies
- The Role of the Australian Meat Processors Corporation (AMPC)
- Red Meat Processing (including discussions on supply chain, industry costs, yield and quality)
- Meat Quality, meat science and the impact of regulations

The presentation was also supported by handouts provided by AMPC including AMPC's sustainability report 'A Feast of Ideas' and a number of research factsheets demonstrating the research and development that is being conducted by the industry in areas such as animal welfare and meat science.

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The 'Australian Meat and Livestock Industry Training Module' (including multiple choice assessment and assessment answers) was also provided to DAWR for use as revision of the topics covered at the OPV weekends for existing staff and as an induction module for new starters.

Project Outcome

The following feedback was provided by DAWR:

'Australian Meat and Livestock Industry presentation which was delivered nationally to the department's On Plant Veterinarians, Area Technical Managers and Field Operations Managers was well received across the 6 On Plant Development conferences held in Melbourne, Brisbane, Perth and Canberra from July – October 2017. Overall the attendees appreciated and were very interested in gaining insight and an understanding from the Meat industry's perspective. The presentations generated questions from attendees and promoted valuable discussion amongst the groups, with a number of attendees stating this was one of the highlights of the conference for them.'

The feedback from the project is evidence that the expected outcomes of the project were delivered:

1. A report on the possible delivery models for the training of on-plant regulators, including existing staff and new starters.
2. Training material on the Australian Red Meat Industry's practices and systems (including in the area of food safety and meat quality) and commercial environment
3. Delivery of the developed training materials
4. A report on the effectiveness of these industry awareness workshops.

Benefit for Industry

Through these presentations Food and Veterinary Services Pty Ltd were able to build awareness of industry and its organisations (including AMPC). DAWR on-plant regulators provided positive feedback on the initiative, including interest in Industry research and were able to develop a broader understanding of the Australian Red Meat Industry and their role in the industry.

