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The Hon Robert Borsak MLC
Chair
Select Committee on Landowner Protection
from Unauthorised Filming or Surveillance
Legislative Council
Parliament of New South Wales
Macquarie Street
SYDNEY NSW 2000

By email: Landowner.Surveillance@parliament.nsw.gov.au

Dear Chair

Response to Question on Notice

Question on Notice

What is the extra trespass management costing your industry? What is the probable cost to the consumer with respect to eggs and pork if we landed where the animal activists and animals liberation people want us to be?

1. The first cost of trespass management is the cost to the producer in productivity, mental stress and anxiety. If the Committee could put themselves in the mind of a legitimate business owner being secretly filmed or watched, they might be able to understand the stress they face. In terms of capital costs alone, APL estimates that it would cost every piggery and abattoir in excess of \$100,000 each to install and monitor a CCTV system for pig welfare. These costs vary and would depend on video quality, the number of cameras and the number of servers required to hold the footage. We suspect that activists would not accept anything other than the highest quality for every facility, and therefore this cost can be conservatively estimated at \$300m for the industry.
2. The cost to the consumer of an entirely free-range industry is very difficult to quantify, as it would require huge tracts of land being released for outdoor production, with consideration of nutrient degradation as well a comparison between the productivity differences between indoor and outdoor herds. A basic comparison of the supermarket price of conventionally farmed pork against free range pork would suggest a cost of \$300-400 million to the consumer. How producer costs are ultimately passed on to the retailer and then the consumer depends on market demand factors and other economic influences. However, the extent to which consumers are willing to pay for a higher welfare or free-range system is limited. Anecdotally, much of the free range pork meat is not differentiated from intensively

farmed pork as consumers are unwilling to pay for this system. Moreover, APL's social research shows that animal welfare is the one of the least important of attributes of food (safety, taste, nutrition and affordability rate much higher). Three examples of this research is included in Attachment A.

3. Based on the history of animal activism and current campaigns, it is a certainty that even if industry made the above changes, the activism movement would continue their campaign to shut down all livestock production. Philosophically, activists do not want animals to be used for food, clothing, research or sports. Claims for 'more transparency' are part of an iterative approach for a movement that wants to use any means necessary to shut down an industry. We reiterate therefore that the government's priority should be enforcing the laws it has already made and ensuring that lawfully abiding pig producers are allowed to operate their businesses free from harassment and intimidation.

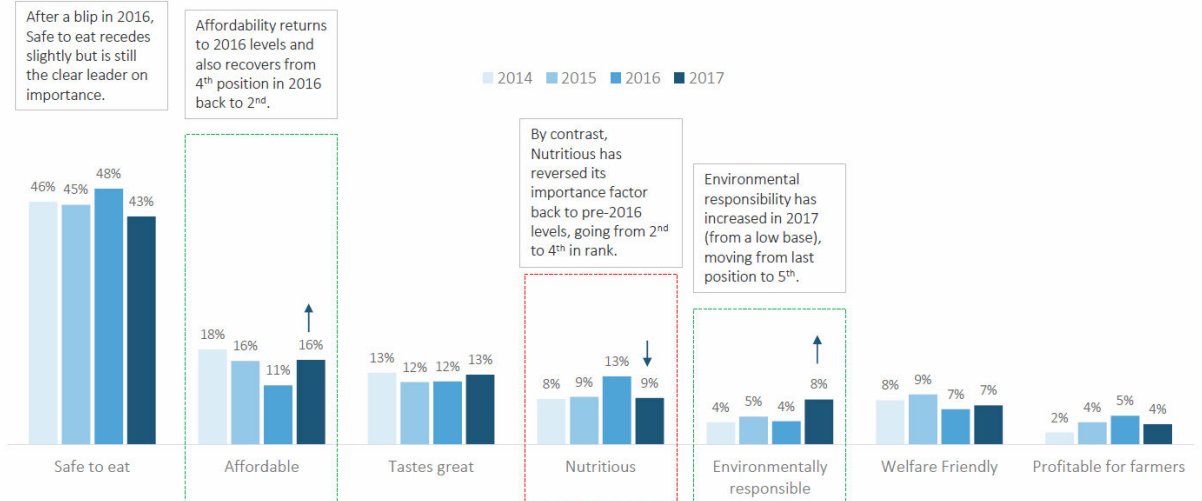
If you require further information or have any questions, please do not hesitate to contact APL's General Manager of Policy, Deb Kerr

Yours faithfully

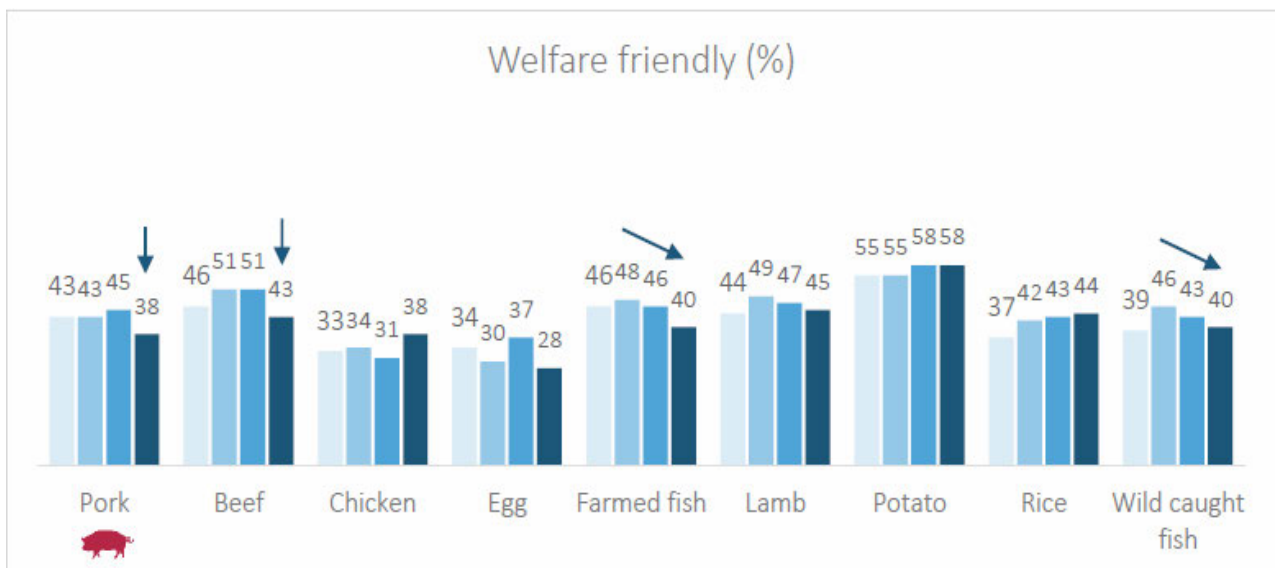
Andrew Spencer
CEO

Attachment A: Consumer priorities against various metrics

Most important factor in food production



Most important factor in food production - when comparing welfare friendly across industries. Consumers viewed pork on par with the other food categories.



More importantly, there is high acceptability of using animals for food in the community, which puts activism against the vast majority of consumers:

Acceptability of using animals

Acceptability of animal sports such as horse and dog racing has continued to fall steadily.

Use of animals in clothing production has levelled out, with 3 in 5 still seeing this as acceptable. The increase in acceptability of use in scientific research in 2016 has largely been nullified in 2017.

