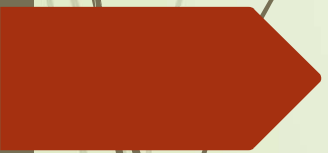


# *From Pork CRC to APRIL*

The journey





## Summary of Pork CRCs and APRIL

- ❑ First Pork CRC (Globally Competitive Industry) ran from 2005 to 2011
- ❑ Second Pork CRC (High Integrity Australian Pork) commenced 2011 and finishes in 2019.
- ❑ APRIL (Australasian Pork Research Institute Limited) established 2017.
- ❑ APRIL driven by end users and “needed” to continue the additional research and training activities generated by Pork CRC.
- ❑ Also by CRC including transition in CRC milestones and continually reminding us about progress.

# Highlights

## □ First Pork CRC

- Reinvigorated R&D in the Australian industry
- Began to fill capacity gap
- Developed numerous new technologies and information
- Considered very successful by end users/industry– described as a juggernaut
- Mentioned in Executive summary of Miles report

## □ Success possibly judged by membership of second Pork CRC

- Essential or core participants from 8 to 14
- Other participants from 19 to 28
- International participants from 2 to 7
- Participant cash from \$9.6 to \$19.0 million



## Second Pork CRC

- ❑ Driven by need to address animal welfare concerns associated with housing of sows and piglets. Biggest “issue” globally at the time.
- ❑ Established factors affecting the welfare and performance of sows housed in groups during pregnancy and helped revolutionise the industry.
- ❑ Addressed antibiotic use and resistance , improved the eating quality of Australian pork (from awful to good) and largely responsible for incredible uptake of methane capture from effluent and generation of power by industry.





## Innovation – establishing ongoing impact

- ❑ Along with APL established Base Funding of discovery and validation facilities and staff across Australia.
- ❑ Introduced Innovation proposals – 12 months and budget of \$50,000. Very cost effective.
- ❑ Introduced Industry Placement Program (IPP) to help ensure graduates and postgraduates employed in industry.
- ❑ Markedly enhanced the capacity of the industry.
- To date across our postgraduates , postdocs and IPPs 28 employed in different aspects of the industry. This includes 11 IPPs, three postdocs and 14 postgraduates. More to come.



# APRIL

- Began discussions in 2014 on model to transition from Pork CRC in 2019 and minimise disruption to R&D activity in 18-19
- Model based on membership and revenue from IP.
- Inaugural membership set at \$75,000 annually.
- APL to match APRIL revenue up to \$1.0 million annually.
- Membership initially offered to essential participants of Pork CRC.





# How did we go?

- ❑ Budgeted for 5-8 members.
- Signed up 15 - \$1.125 million annually.
- All but two of Pork CRC eligible essential participants joined and four “new” members.
- APL signed as member -\$1.0 million annually.

# Revenue from IP

## ❑ Current - \$600,000 annually

- AusScan – grown every year since inception in 2015
- Patents licenced to Elanco – based on sales of Paylean
- Licenced nutrition technology for weaners –doing very well in Korea
- Ridley enrichment blocks – potential for tail biting
- Licenced diagnostics for ileitis

## ❑ On the way?

- Anantara options and royalties
- Vaccine for Swine dysentery –global potential
- Essential oils to improve weaner health and performance
- NIRS for boar taint



# Progress

- All agreements , constitution , strategic plan completed.
- Board and R&D Committee (s) established.
- One independent director's position to fill
- First call for investment in R&D with APRIL made in early December and completed on April 23.
- Seeking a part time Chief Scientist and MD.
- Offering other members of Pork CRC opportunity to become an Associate Member of APRIL (Annual cost of \$20,000)
- APRIL currently managed by Pork CRC.
- Administration will be transferred to APL in July 2018.



# Secrets of success

- ❑ **Developing and selling the business case.**
  - Dennis and I listed and then visited every prospective member with targeted business cases.
  - For Universities in particular the secret was sending them and then discussing with them exactly how they benefited from the Pork CRC. Included return on cash investment, student outcomes and other advantages. All had done extremely well but didn't actually know how well.
  - For APL it was a matter of reaching the \$1.0 million revenue threshold and again convincing their board of the business case.
- ❑ Perseverance and persistence.
- ❑ Constant communication and feedback.

# The Heart of APRIL

## □ Members

APL  
NZ Pork Board  
Windridge and Blantyre Farms  
Rivalea Australia  
Sun Pork Farms  
West Pork  
Anatara  
Apiam Animal Health  
Feed Works  
Ridley  
SARDI  
University of Melbourne  
University of Adelaide  
University of Queensland  
Murdoch University

## □ The Board

Dennis Mutton –Chair  
Andrew Spencer –APL  
➤ Dr Mel Bridges – Anatara  
➤ Dr Rob van Barneveld –Sun Pork  
➤ Kenton Shaw –Rivalea  
➤ Professor John Pluske- Murdoch  
➤ Edwina Beveridge - APL  
➤ One more independent to be appointed



# What are we going to do?

- ▶ Nothing we have done before
- New science to
- ▶ Markedly enhance reproduction and the efficiency and health of progeny.
- ▶ Reduce antibiotic use and antimicrobial resistance
- ▶ Assess and improve the affective state of farm animals
- ▶ Reduce reliance on traditional feed materials and reduce feed cost
- ▶ Reduce COP by 40 cents/kg

# Differences from Pork CRC

- ❑ No direct government support.
- ❑ Different research model – requires 25% participant/applicant cash investment in projects
- ❑ Fewer staff (We have five)- maybe 1.6 to manage R&D, commercialisation and communications. More work for the board and R&D Committee.
- ❑ APL to administer APRIL
- ❑ Greater freedom to act and access other sources of funds
- ❑ Listed on competitive grants register.



# Conclusions

- ❑ Legacy participant driven and largely a reflection of the value delivered by Pork CRC and CRC model to bring industry and science together.
- ❑ Sustainability and growth of APRIL will be dependent on delivery of outcomes.
- ❑ First investment round concluded.
- ❑ New challenges and exciting times ahead for all involved.