

PIRSA Biosecurity SA Food Safety Unit

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## **Re: Artisan On-Farm Meat Processing on Kangaroo Island**

The Kangaroo Island Industry and Brand Alliance (KIIBA) represents 95 members across a wide spectrum of industries on Kangaroo Island, including many who have an interest in Kangaroo Island meat processing - livestock producers, hospitality venues, accommodation houses, restaurants, farm gates and retailers.

KIIBA promotes the Brand Values of Kangaroo Island and administers the trustmarks “Authentic Kangaroo Island” and “Proudly Kangaroo Island” on behalf of its members. Those using the trustmarks on their packaging or in marketing must certify that their products meet our criteria. For meat products that are processed off-island, this means having a proven chain of custody and handling, certified by the processor.

This has proved difficult to achieve for our member producers. Only one has achieved it in the four years since KIIBA’s inception – Kangaroo Island Free Range Pork through Skara Smallgoods – and that producer is no longer in operation.

KIIBA has attempted to work with other processors, such as Austral Meats – but has been unable to achieve its goal. Simply, the scale of Kangaroo Island meat in relation to the whole of their business is just not enough for them to make that extra effort. Attempts to work with boutique butcher shops on the mainland have also been frustrating.

Certainly our members value the use of the “Authentic Kangaroo Island” mark, which appears on many KI products now and is increasingly recognised by consumers as the hallmark of a quality local product grown in a natural environment.

KIIBA supports the establishment of a small-kill facility on Kangaroo Island, and we address some of the points in the PIRSA Discussion Paper below:

### **Consumer and Business Preferences regarding meat supplies and purchases:**

2. Our members are keen to have KI produce on their menus but find supply of local meat expensive and difficult because it must be processed on the mainland and delivered back here – freight is not cheap.
3. Our members have repeatedly stated their preference to have local meat on their menus because of consumer demand for local produce.
4. Kangaroo Island produce commands a premium price; but it might not be necessarily much more expensive compared to mainland meat, when so much can be saved on freight costs.

### **New Market Opportunities**

5. There are considerable opportunities in local markets – retail and commercial/wholesale, as well as opportunities to market Kangaroo Island meat to a wider audience using the “Authentic Kangaroo Island” trustmark as part of promotion.



### **Consumer Confidence, Food Handling and Food Safety Standards**

7. It is very important for the Kangaroo Island Brand that the highest standards of food handling and safety are maintained in all food production.
9. The main advantages of on-farm meat processing on Kangaroo Island:
  - a. Access for producers to market more widely and command a premium for Kangaroo Island Branded meat, including through the local butcher and local supermarkets.
  - b. Ability for local farmers to use the “Authentic Kangaroo Island” trustmark as a marketing tool for their meat on and off-island.
  - c. Opportunity for food venues on the Island and throughout the State to have Kangaroo Island meat on their menus
  - d. Better returns for growers who will save money on freight.
  - e. Ability for Kangaroo Island residents to eat local meat and feel assured of its source.
  - f. Animal welfare advantages; less stress for animals which must complete a long journey to mainland kill facilities
  - g. Fewer animals on the Sealink ferry. Animal transport can upset tourists and be quite messy.

Kind regards,



Tony Nolan  
Chairman,  
Kangaroo Island Industry and Brand Alliance



***The “Authentic Kangaroo Island” trustmarks - used by our members on genuine Kangaroo Island products, experiences and services.***

