



VISION

A viable industry-led RD&E organisation, valued by the WA pork industry and recognised by the national pork RD&E sector

PURPOSE

Provide innovation which supports the competitiveness of the WA pork industry

MISSION

Work with the WA pork supply chain in assessing technologies which can reduce cost, improve productivity, increase consumption and assist in developing markets

VALUES

Industry-driven
Foster partnerships
Demand scientific rigour
Value our people

Strategic themes & goals

Innovation

Focussed RD&E

Engage with all sectors of industry on RD&E ideas generation and priority setting

Source funding to undertake projects and activities

Uptake of technologies

Disseminate outcomes to industry
Facilitate stakeholder interest and promote uptake

Access to skilled people

Attract and retain quality people
Provide opportunities for professional and personal development
Maintain relationships with universities and others to access future capability

Capability

Access to good facilities

Build and maintain relationships with commercial facilities
Pursue opportunities to utilise and/or build university and/or government facilities

Viability

Ongoing security

Secure funding to support the functions of the organisation
Access funding for projects from multiple providers
Build quality into all of our work

Good governance

Maintain effective and efficient systems
Comply with statutory requirements
Work within the bounds of research agreements and deliver accordingly