

# R&D Snapshot

## Value Chain Analysis

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### Purpose:

- Improve the value for all partners in the pork value chain by identifying and creating opportunities which enhance the ability to forecast and meet market demands.

### Take home messages:

- Communication between supplier, buyer and consumer is key
- Producers can benefit by:
  - Improving forecasting of pigs leaving the farm
  - Understanding and, where possible, linking in with processor arrangements
  - Understanding the carcass pricing mechanism and seek consistent feedback on carcass performance from the processor
  - Be aware of and seek to meet market requirements and demands for special periods, eg. Christmas and Chinese New Year.

### Additional information:

- Click [here](#) to view the Value Chain presentation from the 2011 Roadshow
- Contact Bill Salter at [bill.salter@australianpork.com.au](mailto:bill.salter@australianpork.com.au) or 0419 834 900.

