

R&D Snapshot

APL 2013/14 R&D Priorities Marketing, Supply Chain & Product Quality

Purpose:

- This portfolio addresses industry challenges outlined in APL's 2010-2015 Strategic Plan under Core Objective 1 *Build Consumer Demand*, particularly, maintaining growth in Australian consumer demand, addressing pork's eating quality disadvantages, and broadening Australian pork's sources of demand (ham, bacon and international).

R&D Priorities:

- ***Shopper insights***
Shopper research allows APL to identify commercial opportunities for retailers and processors to sell more Australian pork
- ***International market access for Australian pork***
Updating APL's appreciation and understanding of the international marketplace will inform strategic decision making around future marketing initiatives.

Additional information:

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