

MEDIA RELEASE -- 19/3/09

NEW COMMERCIALISATION MANAGER FOR PORKCRC

Pork CRC has announced the appointment of Dr Rob Wilson as Manager of Commercialisation and Adoption.

Dr Wilson will maximise the opportunities and income from Pork CRC projects for the benefit of the CRC and the Australian pork industry.

He will ensure all projects are reviewed for their potential intellectual property and commercialisation opportunities. Already, all research proposals to Pork CRC must include a business plan and all researchers must focus on maximising value by delivering their findings into the 'hands' of pork producers

Welcoming the appointment, Pork CRC CEO, Dr Roger Campbell, said Dr Wilson's many years of high level experience in the pork production sector would help keep the CRC on a sound commercial footing.

"Rob is a very well regarded animal nutritionist, with experience extending into environmental and waste management, intensive animal production, R&D funding, management and strategic planning," Dr Campbell said.

"He also has an excellent working knowledge of the food and livestock industry through his 30 years with George Weston Foods Meat and Dairy Division as General Manager of Wandalup Farms, a 4000 sow piggery now owned by the Craig Mostyn Group.

"Rob's work helped develop Wandalup Farms into one of Australia's most innovative and efficient large scale pig production facilities. Along the way he transformed an intractable environmental waste management problem into a state-of-the-art model of sustainable waste management," Dr Campbell said.

Dr Wilson's wide experience collaborating with industry, the research community and federal, state and local governments would help further develop Pork CRC's ability to deliver real benefits and innovations particularly relevant to Australian pork producers.

He will work closely with Pork CRC independent Board Director, corporate adviser and lawyer, Andrew Maughan, who chairs Pork CRC Adoption and Advisory Committee.

www.porkcrc.com.au

Authorised by Pork CRC and issued on its behalf by
Brendon Cant & Associates, Tel 08 9384 1122.

MEDIA CONTACTS:

Dr Roger Campbell, Pork CRC CEO, Mob 0407 774 714
Dr Rob Wilson, Mob 0418 486 141

Media Release



Dr Rob Wilson (right), then General Manager of Wandalup Farms, WA, caught up with Neil Ferguson, General Manager of Westpork, WA, at the 2007 Pork CRC Annual Conference in Brisbane. Dr Wilson has subsequently been appointed Manager of Commercialisation and Adoption for the Pork CRC and Mr Ferguson has been appointed a Board Member of APL.