

Ecana International  
17/386 Wanneroo Road  
Westminster 6061  
Western Australia  
Australia



19<sup>th</sup>, September 2018

## **RE: Online submission form - Stage 2 issues paper**

Dear Sir/Madam,

I firstly would like to commend the various stakeholders participating in the improved standards, regulations, supply chain requirements, legislation and industry participation in the ongoing improvement of the Australian Livestock export industry.

With an annual income of \$1.8B, this industry is too valuable to Australian and to the farmers of Australia to continue down a seemingly inevitable outcome of being shut down.

Unless something dramatically transforms, not just changes but transforms, this inevitable outcome is destined.

Australia has for decades been the global benchmark for quality, especially in our produce industries; agriculture, farming and food. Our standards, systems, processes, regulations and legislation have ensured these high standards are continually met and adhered to. They are the pride of Australia and reflected in our Australia Brand and Universally recognised Logo.

With the export and import opportunities opening in regions like south east Asia, China, US, Africa, the middle east and Europe. The potential to export and import into new markets has been exciting and challenging.

Over the last 12 months we have again been challenged with the seemingly ongoing challenges associated with the exporting of livestock, counterfeit honey, imported berries being contaminated with hepatitis not just the once, but the same company from the same region for a second time. This month we are dealing with the challenge of needles being inserted in strawberries and copy-cat examples of the behaviour have been reported Australia wide.

A global problem requires an innovative solution.

Our organisation in conjunction with our sister companies, partners and associates, have been at the forefront of researching and then developing concepts and the implementation of these concepts, using digital solutions for the growing interconnectivity of the world's security, trade, finance and production requirements.

From a block chain perspective, the potential to create an ecosystem for all industries is practical and simple. We have seen several block chain companies revolutionise the real estate buying and selling process, streamline finance institutions systems and processes and power industry innovations that have made access to excess renewable energy a reality to

participating power retailers and customers. Block chain technology provides a ledger record of transactions with simple, effective, transparent and reliable digital solutions.

The comments I would like to submit in relation to the current, and evolving recommendations that have been conducted by the technical advisory committee currently underway, made up of an independent chair, Mr Steve McCutcheon, and experts in animal health and welfare, regulatory design and the livestock industry, relate to the implementation of the recommendations and the system to ensure the recommendations are implemented with 100% compliance to the requirements at each stage of the supply chain process.

As a supplier of digital solutions, we are not focused on the specific recommendations of this detailed review, we prefer to leave these considerations and judgements to the industry experts. Our role is to take the final recommendations and transpose these recommendations into transparent, simple to follow procedures for the entire industry eco system; the stake holders both domestically and abroad, to comply with and complete 100%.

There is no point in having a rule if no one adheres to it, there is no point in having penalties if they are never dealt, there is no point in investing money and time improving the systems, agreements, legislation, regulations, processes and procedures, if they are not adhered to 100% of the time.

How can this be done, I hear you say?

**All commercial industries work on a universal 7 step process**

1 REQUIRE	Establish a need for a thing	Request (PR)	Buying Request	Request
2 EVALUATE	Compare options for satisfying need	Procurement	Evaluate Applicants	Procurement
3 ACQUIRE	Commit to ownership	Purchasing	Hire Employee	Purchasing
4 ASSESS	Monitor conditions/attributes	Monitoring	Performance Review	Stock levels / Quality
5 MAINTAIN	Preserve original state	treat/repair	Discipline, Train, etc.	Break/Fix
6 TRANSFORM	Alter from original state	Add value/devalue, etc	Promote, revalue, etc.	Alter
7 DISPOSE	Commit to losing ownership or concern	Sell, Discard	Terminate	Sell, Add as Ingredient, Consume

Our Farm Management System is adapted from one of the most regulated industries in the world, the mining industry.

We have a digital system that incorporates each member of the supply chain eco system and the various stake holders and when required at each step of the Livestock Export process, the recommendations that are to be implemented for the industry to survive, from a contractual, regulatory, system, process, legislative, training and any other requirement, are entered into the system and at each step of the supply chain process, must be completed for the following stage to progress.

Where there have been issues in the past that have let the industry down, the Farm Management System can have pre-emptive contingencies and strategies loaded into the system to address these same issues, should they arise again...

The Farm Management System utilises the compliance capabilities developed in the Mining industry and applies it to an industry that can't afford to have another public relations disaster, like has been experienced at the start of this decade and in 2018.

If the sheep ship temperature exceeds a GPS monitored perimeter, the resident veterinarian and the captain of the ship are advised of the contingency strategy to be implemented and reported when completed to the process requirements.

If the ship's resident veterinarian is not able to travel, the contingency strategy is implemented and a replacement vet with the required knowledge of their role and the process is sourced and placed on the ship.

The Farm Management System is about taking the final recommendations and implementing them into an easy to understand and follow format that ensures 100% compliance by all stake holders, in line with the regulations and legislation and should an issue arise, pre-emptive contingency strategies are deployed and communicated to all relevant stake holders, so that at any time the authorised stake holders of the livestock export eco system are abreast of all relevant aspects of the livestock export compliance with the processes that are required to be fulfilled.

We look forward to the potential of demonstrating the application of our Farm Management System in the livestock export market.

We have engaged in dialogue with several supply chain stake holders from Farmers, to Transport internal (truck) and external (shipping) companies, abattoirs and exporters to participate in our Farm Management System 'proof of concept' and the openness of these organisation to participate is not only encouraging, but exciting.

We look forward to participating and adding value to the process where we can.

Kind regards,

*David Buttsworth*

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