

QUALITY AUSTRALIAN FARMED RABBIT

Processors and Producers since 1997

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Quality Australian Farmed Rabbit.

FARMED RABBIT PRODUCTION IN AUSTRALIA

- n Production commences in:
- n WA 1988
- n NSW 1996
- n VICTORIA 1998
- n SOUTH AUSTRALIA 1999
- n TASMANIA 1999
- n QUEENSLAND STILL WAITING

SCALE IN 1998

- n INITIALLY SMALL, LESS THAN 50 DOES
- n LOW CAPITAL COST
- n LABOR INTENSIVE MANAGEMENT SYSTEMS
- n NO ECONOMIES OF SCALE
- n LOW PRODUCTION HIGH COST
- n RESULTING IN LOW PROFITS
- n LITTLE LOCAL KNOWLEDGE
- n LARGE NUMBER SMALL PRODUCERS/PROCESSORS ACROSS AUSTRALIA

FARMED RABBIT PRODUCTION UNITS, WHAT SIZE FITS YOU?

- > 100 BREEDER DOESA ENJOYABLE HOBBY, KEEP YOUR DAY JOB.

A good size for beginners to start with.
Low set up costs, often use secondhand equipment, use existing shedding where possible.

- > 500 DOES WELL MANAGED WITH RELIABLE PROCESSING AND SALES, YOU WON'T HAVE TIME FOR ANY OTHER DAY JOB, higher set up costs, higher risk while learning about best production practice.

500 DOE RABBITRY 1.5 LABOUR UNITS OR 3+:

- n IF YOU HAVE A MANUAL PRODUCTION SYSTEM, IE HAND FEEDING, MANUAL MANURE REMOVAL AND MANUAL MATING.
- n YOU WILL NEED THREE OR MORE LABOR UNITS TO OPERATE SUCESSFULLY.
- n THIS TYPE OF PRODUCTION SYSTEM WOULD NORMALLY APPLY TO RABBITRY'S OF LESS THAN 500 DOES.

OLD WOOD CAGES INTO EXISTING SHED



500 DOES 1.5 LABOR UNITS

- n QAFR CONTRACT FARMS will have 500 TO 5000 DOES (currently largest contract farm has 1500 does)
- n CURRENTLY 1.5 LABOR UNITS PER 500 DOES
- n HIGHER SETUP COSTS \$300 TO \$600 PER BREEDER
- n LOWER RUNNING COSTS PER DOE
- n CURRENT PROFIT MARGINS \$2.00 - \$3.00 PER GROWER RABBIT

EXAMPLES OF EQUIPMENT FOR 500+ DOE RABBITRY

- n MANURE SCRAPER
- n BULK SILOS MINIMUM OF 2 (12 TONNE EA) RELIABLE FEED SUPPLIER
- n AUTOMATED FEED/WATER SYSTEM
- n EASY TO CLEAN/MANAGE CAGE
- n AUTOMATED ENVIRONMENTAL CONTROL SYSTEM, COOLING/HEATING



SCRAPER





SERVICE INDUSTRY SUPPORT REQUIRED FOR 500+ DOE

- n SPECIALISED VETERINARY SUPPORT IE ALLIED DIANOSTICS, MARK WHITE
- n FEED SUPPLIER /NUTRITIONALIST IE LAUKE STOCKFEEDS, RIDLEY STOCKFEEDS
- n ARTIFICIAL INSEMINATION CENTRE/TECHNICIANS
- n PROVEN GENETICS PROVIDER, EBV'S IF POSSIBLE IE CRUSADER, GROWTEC
- n ACCOUNTANT/BOOKKEEPER/DATABASE MOST IMPORTANT TO TRACK BUSSINESS PERFORMANCE

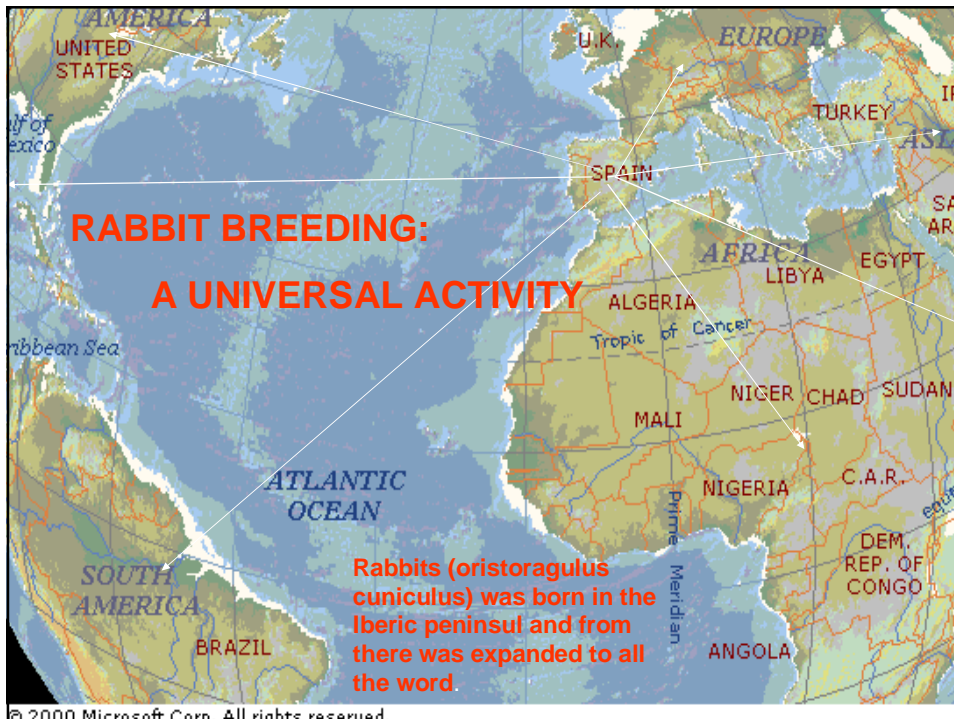
ENVIRONMENTAL CONTROL APPLIES TO ALL RABBITRY'S

- n IDEAL TEMP 18 TO 22 DEGREES
- n DEFINITELY NO DRAFT OVER RABBITS IN COOL WEATHER CONDITIONS. TAKE EXTRA PRECAURTIONS IF COLD WEATHER EXPECTED DURING KINDLE
- n IF POSSIBLE USE PRECONDITIONING ROOM
- n MINIMUM VENTILATION FANS TO REMOVE AMMONIA
- n TUNNEL VENTILATION (NEG AIR PRESSURE) MOST ECONOMICAL FOR COOLING
- n HEATING ONLY REQUIRED DURING VERY COLD SPELL DURING KINDLE



A BIT OF THE HISTORY OF RABBIT FARMING

- n ALL STARTED WITH ORIGINAL WILD RABBIT FROM SPAIN
- n RABBITS HAVE BEEN FARMED SINCE TIME OF ROMANS
- n ONLY ON LARGE SCALE SINCE ABOUT 1950'S
- n POPULAR MEAT REGULARLY CONSUMED IN SOME EUROPEAN COUNTRIES, CURRENTLY 3KG TO 4KG PER HEAD CONSUMPTION, IN ITALY AND SPAIN
- n AUSTRALIAN PER CAPITA CONSUMPTION APPROX .027KG



JAPAN (15th century)



FRANCE (17th century)



SELECTIVE BREEDING COMMENCES

- n IN THE XIX CENTURY MONKS START THE SEARCH FOR MORE PRODUCTIVE BREEDS OF RABBITS.
- n THIS PROCESS HAS CONTINUED WITH THE ESTABLISHMENT OF MANY RESEARCH ORGANISATIONS SPECIALISING IN FARMED RABBIT GENETICS
- n TWO RECOGNISED SELECTIVE BREEDING PROGRAMS IN AUSTRALIA AT PRESENT,
- n CRUSADERFED GOVT SPONSORED BY RIRDC
- n AND GROWTEC..... PRIVATELY FUNDED RESEARCH

GIGANTE DE FLANDES 1905



BELIER FRANCES 1905



GRIS PLATEADO (1905)



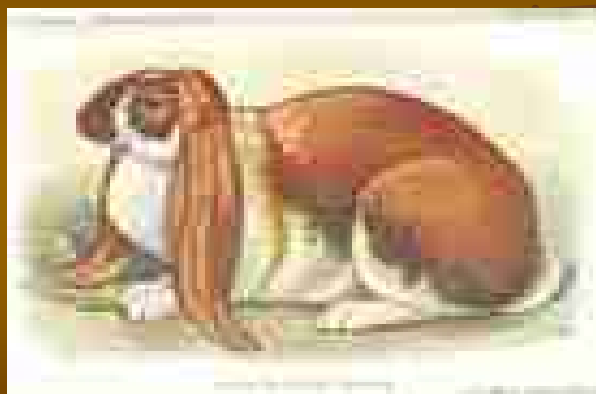
ANGORA (1905)



PEQUEÑO RUSSO (1905)



BELIER INGLES (1905)



NEGRO FUEGO (1905)



FROM 1960 – MODERN FARM

- n INTRODUCTION OF WIRE MESH, LOWERS INCIDENCE OF COCCIDIOSIS.
- n PELLETTED FEED PROVIDES COMPLETE NUTRITION
- n MAIN RABBIT BREEDS ARE NEW ZEALAND WHITE AND CALIFORNIAN SELECTED FOR THEIR PRODUCTIVITY.

NEW ZEALAND WHITE RABBIT



CALIFORNIAN RABBIT



20TH CENTURY

n EVOLUTION OF THE TRADITIONAL RABBIT FARM TO COMMERCIAL RABBIT FARM.

WOOD CAGE OUTDOOR



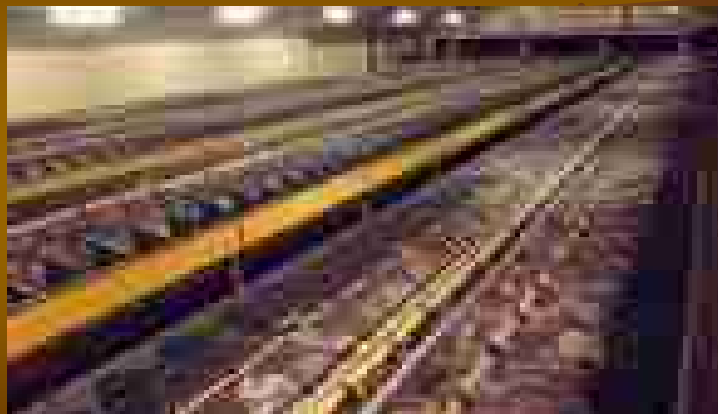
CONCRETE CAGES



CONCRETE CAGE



TODAY DATE INSTALLATION





EVENTS IN THE 2ND HALF OF 20TH CENTURY IN EUROPE

- n INTRODUCTION OF MIXOMATOSIS IN FRANCE 1952
- n USE OF TYPE OF WELDMESH (METAL CAGES) 1960-1970
- n ADOPTION OF MATING JUST AFTER KINDLE 1960
- n STARTING OF SELECTION DE LIGNES HYBRID 1960-1970
- n AVAILIBITY IN LABORATORY OF GnRH (AI) HORMONE IN 1970
- n ABOLISH MATING JUST AFTER KINDLE AND START BATCH MANAGEMENT OF THE FARM (SEMI-INTENSIVE MODE) 1980-1990
- n DEVELOPMENT OF ARTIFICIAL INSEMINATION 1984-1992
- n ARTIFICIAL INSEMINATION IS WIDELY ADOPTED IN EUROPE – CREATION OF INSEMINATION CENTERS IN FRANCE AND SPAIN 1998
- n ONE GROUP MANAGEMENT SYSTEM (ALL IN ALL OUT) IS ADOPTED IN ALL MAJOR PRODUCING COUNTRIES IN 2002

PRODUCTIVITY VARIATIONS

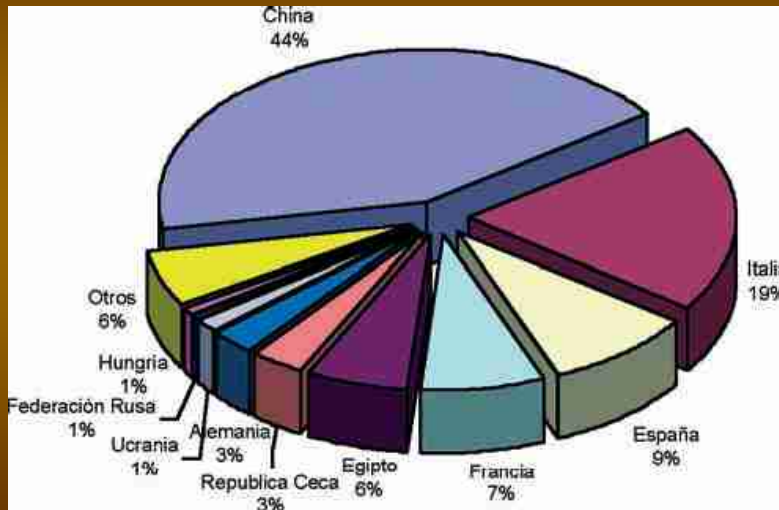
n SPAIN -----1976---- 2005

| | | |
|--------------------------------|--------|--------|
| n Rabbits per mother/year | 25 | 45 |
| n % holding | 80 | 120 |
| n % replacement | 70 | 120 |
| n Days to have 2 kg. live | 80 | 66 |
| n % performance of the carcass | 52 | 58 |
| n Conversion index | 6 | 4 |
| n % Forage consumption | 40 | 0 |
| n % Mortality | 40 | 19 |
| n MEAT CONSUMPTION | 1.8 Kg | 3.25Kg |

WORLD PRODUCTION OF RABBIT MEAT (2005) TONNES

| COUNTRY | 2.002 | 2.003 | 2.004 | 2.005 |
|------------|-----------|-----------|-----------|-----------|
| BULGARIA | 5.000 | 5.000 | 5.000 | 5.000 |
| GREECE | 5.000 | 5.000 | 5.000 | 5.000 |
| MEXICO | 4.190 | 4.220 | 4.220 | 4.220 |
| COLOMBIA | 3.307 | 3.570 | 3.700 | 3.875 |
| POLAND | 3.900 | 3.800 | 3.800 | 3.800 |
| SLOVAKIA | 3.520 | 3.500 | 3.500 | 3.520 |
| RUMANIA | 3.200 | 3.500 | 2.976 | 3.000 |
| ARGENTINA | 2.650 | 2.682 | 4.346 | 5.247 |
| OTHERS | 325.669 | 326.932 | 327.216 | 327.438 |
| CHINA | 423.000 | 438.000 | 460.000 | 500.000 |
| ITALY | 222.000 | 222.000 | 222.000 | 225.000 |
| SPAIN | 119.021 | 111.583 | 106.612 | 108.000 |
| FRANCE | 83.300 | 77.800 | 85.200 | 87.000 |
| EGYPT | 69.840 | 69.840 | 69.840 | 69.840 |
| CHECK REP. | 38.500 | 38.500 | 38.500 | 38.500 |
| GERMANY | 33.800 | 33.800 | 33.000 | 33.000 |
| UKRAINE | 16.000 | 13.700 | 13.765 | 14.000 |
| RUSSIA | 8.348 | 8.802 | 9.125 | 9.000 |
| HUNGARY | 9.815 | 8.810 | 7.500 | 8.000 |
| ALGERIA | 7.000 | 7.000 | 7.000 | 7.000 |
| | 1.387.060 | 1.388.039 | 1.412.300 | 1.460.440 |

WORLD PRODUCTION OF RABBIT MEAT



COUNTRIES WITH MORE RABBIT MEAT PRODUCTION



MAP 1 PRODUCTION BY 1000 TONS.

THE AUSTRALIAN EXPERIENCE

- n WILD RABBIT MEAT WIDELY CONSUMED
- n RELEASE OF CALICI DRASTICALLY REDUCES SUPPLY OF WILD RABBITS
- n RIRDC AND CSIRO COMMENCE RESEARCHING FARMED RABBIT PRODUCTION
- n 2004 FARMED RABBIT INDUSTRY ASSOCIATION FORMED (FRIA)

SCALE 2008

- n AVERAGE 100 – 500 DOES (SOME UP TO 3000 DOES)
- n HIGHER CAPITAL COST, HIGH TECH EQUIPMENT
- n ARTIFICIAL INSEMINATION, IMPROVED GENETICS
- n LOWER LABOR, LOWER COST OF PRODUCTION
- n LOWER MARGIN (PROFIT PER ANIMAL TO MARKET) BUT MORE PROFITABLE DUE TO BETTER EFFICIENCIES AND ECONOMIES OF SCALE

TUNNEL SHED



KEYS TO SUCCESS IN PLANNING A 500+ DOE

RABBITRY

- n PUT TOGETHER A COMPREHENSIVELY RESEARCHED BUSSINESS PLAN
- n JOIN FRIA AND USE AS A INFORMATION AND CONTACT SOURCE
- n DOWNLOAD AND USE THE CRUSADER ENTERPRISE MODEL, DO A SERIES OF WHAT IF,S TO DISCOVER POTENTIAL STRENGHTS AND POSSIBLE WEAKNESSES
- n CONTACT LOCAL AUTHORITIES FOR PLANNING INFO

MAKE A DECISION

- n ASSUMING YOU ARE SETTING UP A 500+ DOE RABBITRY, I BELIEVE YOU SHOULD;
- n LISTEN TO WHAT YOUR BUSSINESS PLAN IS TELLING YOU, IE LOCATION,FEED,CLIMATE
- n YOU WILL NEED AT LEAST TWO SILOS FOR BULK FEED, FEED WILL BE YOUR HIGHEST INPUT COST, CURRENTLY 50 TO 60%
- n SOURCE QUALITY FOUNDATION STOCK
- n DEVELOP A GOOD WORKING RELATINSHIP WITH YOUR PROCESSOR/MARKETER

MANAGEMENT OF A 500+ DOE RABBITRY, THE ESSENTIALS

- n GET THE ENVIRONMENT RIGHT, TEMP, DUST, VERMIN, NOISE,
- n DEVELOP CONSISTANT ROUTINES FOR EVERYTHING
- n BEST TO USE ALL IN ALL OUT WHICH WORKS BEST WITH AI
- n AI AND PULPATION VERY IMPORTANT TOOLS FOR EFFICIENCY
- n PAY CLOSE ATTENTION TO THE SMALL DETAILS, IF A RABBIT IS DISEASED IT IS TRYING TO TELL YOU SOMETHING FIND OUT WHAT IT IS AND FIX IT

RECORDS WHY?

- n KEEP GOOD RECORDS, THESE ARE YOUR BUSSINESS ROAD MAP.
- n RECORDS ALLOW YOU TO PLOT WHERE YOU HAVE COME FROM
- n AND RECORDS WILL TELL YOU WHERE YOUR BUSSINESS IS GOING
- n WITHOUT RECORDS YOUR BUSSINESS IS LOST
- n CARD SYTEM OR COMPUTER SPREADSHEET, WE USE EARTAGS TO IDENTIFY ALL OF OUR DOES. CARDS IN CONJUNCTION WITH COMPUTER DATABASE WORK BEST

CURRENT PRODUCTION TARGETS

- n 45 – 50 GROWERS PER DOE CAGE PER YEAR
- n MARKET WEIGHT OF 2.4KG @ 75 DAYS
- n FEED CONVERSION OF 4:1
- n 1.5 LABOR UNITS PER 500 DOE CAGES
- n AUTOMATED PRODUCTION SYSTEMS BASED ON ALL IN ALL OUT PRINCIPLES

Mating ~ AI



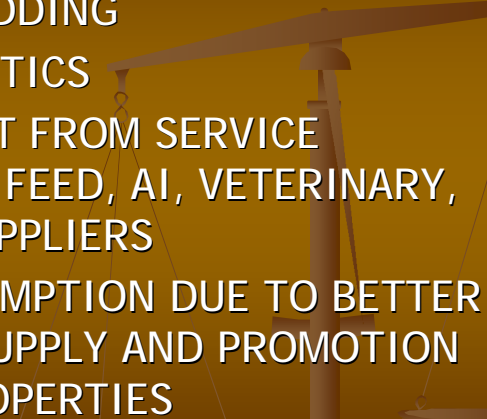
Palpating




AUSTRALIAN PRODUCTION

- n CURRENTLY 500 – 600 TONNES
- n EXPECTED TO INCREASE OVER NEXT TWO YEARS
- n CURRENTLY 98% WHOLE CARCASSES
- n MAIN CUSTOMERS RESTAURANTS
- n DOMESTIC MARKET

OUTLOOK SHORT TERM

- n MORE VALUE ADDING
 - n IMPROVED GENETICS
 - n BETTER SUPPORT FROM SERVICE INDUSTRIES IE FEED, AI, VETERINARY, EQUIPMENT SUPPLIERS
 - n HIGHER CONSUMPTION DUE TO BETTER CONSISTANT SUPPLY AND PROMOTION OF HEALTH PROPERTIES
- 

OUTLOOK LONGER TERM

- n RABBIT MEAT PRODUCTS BECOME REGULARLY AVAILABLE
 - n EXPORT POTENTIAL REALISED
 - n RABBIT PRODUCTION BECOMES A VIABLE PROFITABLE RURAL INDUSTRY
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SOURCES OF INFORMATION

- n WWW.growtec.com.au
- n www.cusader.com.au
- n www.fria.com.au
- n DPI for state permits
- n Local government for planning permit
- n Prime Safe (Victoria) or equivalent in other states for licensed abattoirs

Aire libre

