



KUNEKUNE PORK PRODUCERS ASSOCIATION, INC.
Certified 100% Kunekune Pork™

KPPA Certified 100% Kunekune Pork Participation Guidelines

Overview

Scope

The goal of the 100% Certified Kunekune Pork™ Program is to assure consumers they are purchasing 100% pure Kunekune pork, grown and raised in accordance with our welfare standards. To accomplish this, the KPPA has developed a certification program to ensure that all pork sold under the 100% Certified Kunekune Pork™ label has been produced from pigs that are offspring of purebred, registered Kunekune sires and dams, kept under a specified set of welfare standards and are verified via litter notification with either of the Kunekune registries. This specification sets forth the requirements for live animals which qualify for 100% Certified Kunekune in approved pork programs claiming 100% Certified Kunekune™. Animals may be qualified for these programs by meeting the requirements specified below.

Who manages the program?

The KPPA Board of Directors manages the 100% Certified Kunekune Pork™ Program. KPPA's purpose is to provide marketing support and guidance on creating cooperative sales pools for Kunekune pork producers. The KPPA may contract with third parties for marketing and sales services.

Program Requirements

Genotype & Origin of Animals

Swine are eligible for 100% Certified Kunekune Pork™ programs based on genotype must be traceable back to registered Kunekune parentage. Qualifying swine must be traceable to two Registered parents from either of the recognized Breed Registries.*

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Eligible animals must be under 36 months of age, castrated male (barrow) or female. Eligible animals must be slaughtered under USDA / FSIS inspection.

Animals not eligible for certification include boars (intact males) and pregnant females. Non-eligible swine carcasses must be segregated during processing. Processing procedures shall be implemented to assure that only the products from "100% Certified Kunekune Pork™" carcasses are labeled and marketed as "100% Certified Kunekune Pork™."

* International Kunekune Hog Registry (IKHR), www.internationalkunekunehogregistry.com

* American Kunekune Pig Society (AKKPS), www.americankunekunepigsociety.com

Verification

- Verification of Kunekune parentage will be accomplished by accessing sire and dam registration records maintained at AKKPS or IKHR via litter notification certification numbers.
- Animals participating in the program will be tagged with an 840 RFID by 8 weeks of age and entered into KPPPA's database with all required data entered.
- Other Verification requirements
 - members are subject to audit at any time and may require DNA samples for verification.

Origin of Animals

- Breeding replacements may come from farms that are not certified by KPPA but must be registered purebred Kunekune pigs.
- **Recommended:** Whenever possible, **meat** pigs should be purchased from KPPA certified farms
- A record of the source, date of purchase and number of breeding animals must be kept.
- **Recommended:** Wherever possible the farm should run a closed herd.

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- Rescue animals and animals purchased without verifiable litter notification from other herds shall not be brought into the KPPA 100% Certified Kunekune Pork™ herd.

Health Planning & Preventative Management

- **Recommended:** A health plan, developed in partnership with a qualified veterinarian ([VCPR](#)) emphasizing prevention of illness or injury must be prepared in consultation with the farm's qualified expert advisor to promote positive health and limit the need for treatment.

It must address:

- Avoidance of physical, nutritional or environmental stress.
 - Lameness.
 - Climatic considerations.
 - Biosecurity measures.
 - Nutrition.
 - Environmental impacts, including manure management and run-off.
 - Ranging and foraging area management.
 - Exclusion of predators and control of rats and mice.
 - Euthanasia
- Records must be kept of the administration of veterinary medical products.
 - Date of purchase.
 - Name of product.
 - Quantity purchased.
 - Identity of the animals treated.
 - Reason why animals were treated.
 - Number of animals treated.
 - Date when treatment started and finished.
 - Withdrawal time
 - Vaccinations and other methods to cope with prevailing disease challenges.
 - De-worming schedule on record, including type of medication used.
 - Antibiotics are only to be utilized for specific illnesses (NOT prophylactically) and at the direction of your veterinarian. All withdraw times must be doubled and records must be kept of administration, dosage, and date of withdraw.

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- Animals treated with any off-label medication must not be slaughtered to produce meat for the 100% Certified Kunekune Pork™ Program until at least seven days after medication, or an alternative withdrawal as advised by a veterinarian.
 - Animals must not be treated with any medications prohibited for food animal use. For a list of restricted medications see :
<http://www.farad.org/prohibited-and-restricted-drugs.html>

Animal Management

- All pigs must be thoroughly inspected at least twice per 24 hours. *Note:* During the inspection the welfare of each animal must be observed. If any animal is not in a state of well-being, it must be cared for immediately and corrective measures must be taken. During a time of increased risk to health and welfare, inspections must be increased as necessary to protect the animal's well-being.
- *Body Score* Animals must be maintained at body condition score 2 or above on a 1-5 scale (provide link). Breeding animals must not exceed body condition score 4 on a 1-5 scale.

Food and Water

- Animals must have free access to clean, fresh water at all times.
- Animals must have a feeding plan that will guarantee a varied, well-balanced and wholesome nutritional regime appropriate for their age.
- A list of ingredients or sample tear tags from all feed, feed blocks and mineral blocks used for the kunekune must be made available and kept on record and made available to the 100% Certified Kunekune Pork™ program on request. If a feed regimen is altered, you will need to notify KPPA of the changes.
- Food and water must be distributed in a way that eliminates competition.
- Feeding meat or animal by-products is prohibited. *Note:* Feeding dairy products or by-products and cooked eggs is permitted.

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- All pigs must have continuous access to pasture or hay to meet behavioral needs and to satisfy hunger.

Foraging & Ranging

- The aim of good ranging and foraging area management is to satisfy the herd's food-seeking behaviors. Animals must be able to explore the ground and their natural environment.
- **Recommended:** Ranging and foraging areas should be used in rotation. Both extensive and rotational systems are permitted.
- The amount of outdoor area must be such that the health and welfare of the animals and ranging and foraging area quality is maintained.
- Ranging and foraging areas and the fencing that surrounds them must be designed and maintained so they do not pose a risk or inflict injury on the animals.
- A ranging and foraging area management plan must be in place that addresses the specific farm site. It must ensure that:
 - Pigs must have access to growing green vegetation on the range whenever conditions allow.
 - The composition of the ranging and foraging areas does not create health problems for the animals.
 - Animals have access to fresh, clean ranging and foraging areas that have not become polluted with manure.
 - The location of water, shelter, and feeding areas is addressed.

Housing & Shelter

- The thermal comfort of pigs must be protected by provision of housing or shelter with natural or mechanical temperature and humidity control as required. The needs of all ages and stages of production and local climatic extremes must be taken into account when planning housing or shelter.
- In extreme weather there must be a means to feed and water animals in a sheltered environment.

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- Shelters and housing must be well ventilated and allow fresh air to enter.
- All housing, huts, arks and other facilities (such as feeders and water troughs) must be designed and maintained in such a way that they do not pose a risk or inflict injury or damage to the animals.
- Close confinement in cages, crates or by tethering is prohibited.

Handling

- Efforts must be made to develop positive relationships between the farmer and animals through gentle handling.
- The use of hot prods or electric shocks is prohibited.
- Abuse or maltreatment of animals is prohibited.
- All animals must be moved in a calm and consistent manner. Stress from loud noises and rapid movements must be minimized.

Transport

- This section applies to all transport of animals including to slaughter, around the farm, between farms or delivery to farm.
- All animals must be healthy, ambulatory and uninjured to be transported unless they are being transported to receive veterinary treatment.
- The person transporting the animals must ensure they are transported without delay to their destination.
- A competent individual must take responsibility for ensuring that animals do not suffer any injury or distress at any point immediately before, during and after transport. All subcontractors, handlers and truckers must adhere to 100% Certified Kunekune Pork™ standards.
- During transport, all animals must be protected from harm and thermal stress. Particular attention must be paid to temperatures below 40° F (+4.44° C) or above 80° F (+26.6° C).



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- In the event that any animals suffer injury or distress during transport they must be treated or euthanized as soon as practically possible.
- Ventilation must be provided that allows the animals to breathe fresh air while on the transport vehicle.
- Overcrowding during transport is prohibited.
- All animals must have continuous access to water until the point of loading.

Quality Assurance, Records and Record-Keeping

This section lists the records and plans that must be maintained on the farm. All records and plans must be in a physical/electronic form that can be shown to the 100% Certified Kunekune Pork™ Approved auditor. Verbal plans and records are not acceptable.

Note: For new farmers entering the program a period of 12 months will be allowed to put the program plans and records in place. Please contact KPPA if you require assistance.

Quality Assurance

- On Farm breeding records must be retained for 2 years and are subject to review.
- Pigs in this program must be traceable via RFID and entered into the KPPA Tracking System by 8 weeks of age. Tags can be purchased online at a number of retailers, but should be the 840 RFIDs of the type shown below. When you become an approved 100% Certified Kunekune Pork™ producer you will receive a tutorial on how to enter information into the tracking system.



- Eligible pigs in this program must be segregated at the processing facility.

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- The whole hog carcass and meat products from “100% Certified Kunekune Pork™” carcasses must be segregated in all processing steps. Strict line clearing protocols must be implemented throughout the processing steps. Additional care must be taken when creating value-add products to ensure your product is not mixed with animals from other farms. A processing plan must be on record with KPPA.
- Pigs must be traceable to source farms approved to be in the program and identified with RFID tags in our system.
- Farms are subject to random audits by KPPA to ensure quality assurance standards are being met.

Written Records

- Each farm must maintain, and provide the auditor access to records to demonstrate compliance with 100% Certified Kunekune Pork™ standards.
- Records must be kept of the purchase, sale or transfer of 100% Certified Kunekune Pork™ animals and products (e.g. feeder pigs, meat etc.).
- Records must be kept of mortalities and culls including the cause for these where known.

Program Management

Deviations

- The 100% Certified Kunekune Pork™ program must be informed immediately of any changes on farm that could result in a deviation from the standards.
 - Note: The farmer must inform the 100% Certified Kunekune Pork™ program if they change processing facilities.
- Temporary deviations will be taken into consideration when unexpected circumstances that are not under the control of the farmer arise.



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- All other deviations from the 100% Certified Kunekune Pork™ standards can be cause for reconsideration of the farmer's participation or removal from the 100% Certified Kunekune Pork™ program and use of its seal in conjunction with that farmer's products.

Derogations

- If, in the opinion of the 100% Certified Kunekune Pork™ Program / KPPA Board, a system meets all of the principles of the program but does not pass a specific standard or standards, derogation may be granted.
- In order for a derogation to be granted, an inspection report must be submitted stating the deviation from the published standard, the reason for this deviation, the length of time this deviation from standards will occur and the welfare outcome should the derogation be granted.
- Derogation may be granted for on-farm trials and case studies that deviate from the standards when the proposed outcome is a benefit to animal welfare and/or farmer education.

Complaints

- A record relating to complaints about 100% Certified Kunekune Pork livestock or products must be maintained and be available at annual inspection. The record must list both the complaint and the action taken by the farm.

Labeling

Labeling of "100% Certified Kunekune Pork™" pork products shall be in compliance with Food Safety and Inspection Service regulations and policy guidelines.



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Getting Certified

I'm a producer, how do I get certified?

To get certified you must submit an application to the KPPA Board. Before you submit an application you must be willing and able to comply with the following:

- All breeding Kunekunes must be registered (and thus DNA verified) with either AKPR or AKKPS.
- All market hogs are tagged or assigned with RFID IDs and entered into the KPPA tracking program.
- 100% of the producers, suppliers and packers receive regular evaluations that verify all products originate from offspring from breeding stock that meet the criteria established by the Kunekune Pork Producers Association.
- All participating producers receive regular training on the most current policies of the 100% Certified Kunekune Pork™ Program.
- Any animal that is disqualified from the 100% Certified Kunekune Pork™ Program is identified and sold outside the 100% Certified Kunekune Pork™ Program, with records retained that demonstrate final disposition.

I'm a packer, how do I get certified?

Licensed packers agree to:

- Segregate qualifying hogs and the pork they produce from non-qualifying animals and pork.
- Follow requirements for use of certification marks, labels and marketing materials associated with the 100% Certified Kunekune Pork™ Program.
- All participating licensed packers receive regular training on the most current policies of the 100% Certified Kunekune Pork™ Program.

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- Licensed processors, distributors, food service suppliers and retail outlets agree to follow guidelines for use of labels and marketing materials associated with the 100% Certified Kunekune Pork™ Program.

What does being certified mean to me/my business?

Being a 100% Certified Kunekune Pork™ producer enables you to:

- Take advantage of the collective marketing efforts and promotional tools provided by the KPPA.
- Be eligible to sell your pigs/pork into regional KPPA pooling cooperatives which can expand your market and product reach.
- Be a part of a network of Kunekune Pork producers dedicated to raising the profile of the Kunekune as a producer of premium pork.



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Proposed Pricing

- Application Fee (one time) \$25
- Audit Fee (when audited) \$150 + travel

- License for Use Fee
 - \$75 Renewal Fee for KPPA Certified Farrowing Farm
 - \$250 Small Scale Farrow to Finish Farm: limited labels, 20 pigs processed per year max
 - \$125 Renewal, buy additional marketing labels
 - \$400 Farrow to Finish Farm: More labels (TBD), no limit to number of pigs processed
 - \$250 Renewal, provide additional labels

Proposed Discount/Incentive Program for first 5 Farms

- Board members - waive application and audit fee
- First 5 Farrowing Farms:
 - Reduced Audit Fee \$75+ travel
- First 5 Farrow to Finish Farms (not board members)
 - Application Fee is applied to your 1st year License Fee
 - Reduced Audit Fee \$75+ travel