

**SUMMARY OF THE PORK SECTOR COUNCIL MEETING
ON TUESDAY 28TH FEBRUARY 2023 AT**

AHDB BOARD ROOM, STONELIGH PARK, KENILWORTH, WARWICKSHIRE

PRESENT: Mike Sheldon (MS) – Chair, Robert Beckett (RBe), Robert Mutimer (RM), Mark Haighton (MH), William De Klein (WDK), Hugh Crabtree (HC), Tim Bradshaw (TB), Rupinder Ashworth (RA), Chris Aldersley (ChA), Robin Thompson (RT)

APOLOGIES: Jodie Bolland (JB)

IN ATTENDANCE:

Tim Rycroft (TR)
Angela Christison (AC)
Charlotte Evans (EV)
Will Jackson (WJ) – specific item
Paul Flanagan (PF) – specific item
Tony Holmes (TH) – specific item,
David Eudall (DE)- specific item
David Swales (DS) – specific item
Tom Dracup (TD) – specific item
Caroline Burniston (CB) – minute taker

Apologies for absence

The Chair opened the meeting at 8.30am and welcomed those in attendance. Apologies were received from JB.

Declarations of Interest

There were no new declarations of interest.

Minutes from the meeting held on 7th December 2022.

The minutes from the meeting held on the 7th December were accepted as a true record and signed by the Chair.

Matters arising.

AC confirmed all actions were complete for the AHDB team.

Sector Report

The paper was taken as read, there were no questions. A dashboard is being developed to report back on measurables (previously agreed by the Council) for each of the workstreams.

MI Update – Price Reporting recommendations

The following updates were given by key members of the MI team (DE/DS/TD): -

PigPro

- 3rd party submissions of interest in acquiring PigPro from AHDB are being considered, following normal procurement rules. An update on this topic would be available after 31st March 2023.

Agri Economic group (action from previous meeting)

- Set up approximately 5 years ago to help peer review the value of our work. Support is now available via other channels so the group will be disbanded.

Production process (Indoor v Outdoor).

- The Council debated whether we should report on the cost of production separately for indoor and outdoor production. A detailed discussion took place around the process quoted and the justification. The Council agreed that taking all the factors into account there was no desire to do this. CE raised the importance of conveying this to the levy payers.

Porkwatch

- Porkwatch was explained. NPA are the key users of this information. The pros and cons were debated with the conclusion that there was support for Porkwatch from the Council particularly in the current crisis.

SPP

- A note was to be circulated to the Council describing the audit process for the SPP.

Pork engagement update

CE presented her observations and recommendations to the Council on the activities of the Pork Engagement Team. The Pork Sector Plan is driving the change.

Focus areas:

- People and training
- Environment and buildings

The Council offered their views on Lean Management and the issue around the initiative being resource hungry, thus excluding some levy payers from access. MS stated financial investment in this area and value generated for levy payers must be reviewed. The continuation or cessation of this area of work needs to be reconsidered at the May meeting (CE). The Council also discussed how our people and training offer was evolving. The suggestion was that we should concentrate on the quality and range of materials, and on making access straightforward, with less involvement in in-person training delivery, and should not be involved at all in venue hire and refreshments.

CE requested approval from the Council to follow the next immediate steps from February – May 2023. The Council agreed that the next steps should be developed and completed by May 2023

Management Accounts

TH gave an overview of the latest set of accounts. There were no additional questions.

AOB

Competition Law was referred to as a standing item.

The letter from Richard Longthorp was discussed, and it was confirmed Pig Pro had some interest from commercial operators. Once a new home was concluded CE would inform RL.

The Chair closed the meeting at 12.50pm and thanked everyone for their attendance.

Confirmation that the May 2023 meeting will be virtual, commencing at 8.30am