

**SUMMARY OF THE PORK SECTOR COUNCIL MEETING
ON THURSDAY 6TH OCTOBER 2022 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), Jodie Bolland (JB), Hugh Crabtree (HC), Tim Bradshaw (TB), Rupinder Ashworth (RA), Chris Aldersley (ChA)

APOLOGIES: Robin Thompson (RT)

IN ATTENDANCE:

Angela Christison (AC)

Will Jackson (WJ)

Ken Boyns (KB)

Paul Flanagan (PF)

Tony Holmes (TH)

David Eudall (DE)- specific item

Chris Gooderham – (CG) – specific item

Roseanne Thomas (RT) – 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 Robin Thompson

Declarations of Interest

There were no new declarations of interest.

Minutes from the meeting held on 20th July 2022

The minutes from the meeting held on the 20th July were accepted as a true record and signed by the Chair.

Matters arising

AC updated on 3 actions. State aid information already circulated. DE gave a detailed update on slaughter numbers with the following points noted:

- **Improving the accuracy of reporting slaughter numbers.** Levy data would provide a more accurate and quicker reporting of slaughter numbers. A new system could be developed and validated. Council confirmed they wanted this.
- **S grade prices.** AHDB have been asked to cut the SPP data to show this and we want to do all we can to show transparency. However, to do this there would be extra costs and effort needed by processors. The Council requested an example of this but had no appetite at this stage to publish.
- **Implementing a system to report spot prices** would take more. The council did not want to pursue this at present as there were other spot prices available and they all suffered from low sample numbers.
- **Tracking Pig flow** through the supply chain was discussed. Although the council thought it was important there would need it to be a mandatory requirement to enable AHDB to deliver on this. The Sector Council confirmed there was no appetite for this currently and we should await the outcome of the Defra consultation which may guide on this subject.

Sector Report

The paper was taken as read, there were no questions.

Pork Sector Plan

AC confirmed that sign off approval was being sought at this meeting for the document. The council signed off the content. It will now be developed into a fully designed report and circulated with a short window to capture any final points from council members.

Pig Health Scheme – There was some discussion around extending this for 3 months (to the end of March 23) to allow time to seek alternative funding. RM suggested a conversation with Gemma Thwaites to establish if pharmaceutical companies have an appetite to fund this.

Real welfare – The council no longer support levy funding for this programme and wish it to discontinue when the contract ceases in March.

Agri Leader – Background to this given as a scheme to develop the rising industry stars. MS summarised the Pork Sector funding should be kept to the minimum.

We Eat Balanced - AC gave a background to this and the costs associated. Council keen to retain the aspects that allow reputational support. Agreed to cease activity on WEB TV campaign and re-direct any savings into Pork Campaign.

MS confirmed if levy income is higher than predicted we will invest in domestic marketing. If lower, we will reduce

Review of Measurables for each workstream

AC requested any comments on the proposal. Council were supportive of proposals

Plan for Delivering the Future of Farming Event, 9/10th November 2022

RT gave an update on the event. It will be a virtual event. MS stated his desire for the members to promote the event and encourage registrations. Suggestion for all members to keep the date in the diary and if attendance is required on the day, you will be contacted.

Reputation workstream

RT showed what costs make up this workstream. The Council agreed that the level of spend was satisfactory.

Pork Marketing – Recommended Approach 2023/ 24

Addressed earlier in the meeting

AHDB Environment Strategy

Eunomia exec summary had been circulated. It was agreed that AHDB needed to help 'tell the story' for pork in terms of using data and evidence to show how seriously the sector took its impact on the environment, the relatively low impact it had now, what measures were in place to improve it and the results of those measures (via the roadmap). Drawing together a national picture to provide factual support for the industry's reputation.

The council agreed AHDB are not being asked to provide an industry standard for measuring carbon footprint. Instead, the council want to see AHDB, address technical gaps (as it did with the Ammonia project).

Education

RR delivered a detailed presentation on the Education work taking place for AHDB against the backdrop of strong support in the Pork sector for Education in the recent vote. The presentation was met with approval by the Council and encouragement that this was a good use of levy payers' money.

Management Accounts

TH updated the group on the accounts, confirming a change in format - moving away from a functional based approach to support a new workstream approach which supports the measurables.

AOB

Pig Disease eradication fund. A process is being developed to access this fund.

Confirmation that the 7th of December 2022 meeting will be virtual. Commencing at 8.30am

Signed:

Date: