

Summary of expenditure

The proposed budget comprises the allocation of AHDB Pork levy income across the AHDB delivery functions.

AHDB Pork Planned Expenditure 2017/18



Research and KE/Skills	28%
Market Development	39%
Export Development	8%
Levy Payer Communications	5%
Digital	3%
Market Intelligence	6%
Sector Specific Admin	4%
Control Support	7%

To discuss our priorities and how we can help your business call: Mick Sloyan, Sector Strategy Director, 024 7647 8791

To read the full AHDB Strategy visit: ahdb.org.uk/publications/corporate.aspx

Harness innovation through capturing best practice

Propelling the industry forward will come from understanding how our competitors gain an advantage and adapting their best practice. We will help to prioritise research in areas where there are gaps and identify opportunities to improve productivity through enhanced national and international networks. KE activity will focus on demonstrating maximum financial benefit.

Build trust in the supply chain

Consumers need to trust the food they buy is safe, wholesome and traceable at every stage in the supply chain. We will work with producers and processors to ensure movements of pigs and pork are monitored, production standards such as Red Tractor are appropriate and auditing for origin is enhanced through the use of innovative techniques such as Stable Isotope Reference Analysis.

New skills framework

Pig production is increasingly technical, requiring highly trained staff to ensure the English industry remains competitive. Existing training and development provision is fragmented and undervalued. We will introduce a national framework that is valued by the industry and recognises people as professionals.

Use of management data throughout the supply chain

Using quality management information is vital to effective pig production and processing. We will work with producers to demonstrate the benefits of automated data collection and its integration in the supply chain. We will encourage use of on-farm recording in all our contact with producers and develop the Pig Hub to maximise effectiveness of data exchange.

Enhance pig health and welfare

We will work with Government and the industry to improve on-farm and abattoir disease surveillance and information feedback to producers so they can act. We will develop the infrastructure to facilitate a reduction in medicines usage while driving productivity and protecting pig welfare. We will develop the collection and communication of Real Welfare assessments and work with the Government to ensure effective contingency planning in the event of an exotic disease outbreak.

New method of carcass classification

Effective transmission of market signals from consumer to producer is essential for a competitive supply chain. We will research methods of classifying pig carcasses, including measures of quality, as a means of rewarding producers. We will stimulate introduction of new methods that match market requirements in England.

Rejuvenate the image of pork

We will aim promotional activity at younger consumers featuring innovative presentations of pork as meal solutions. We will build on the success of the Pulled Pork campaign in attracting consumers to try pork and focus on mid-week meals. Campaigns will give both a short term return on levy investment and improve consumer attitudes in the long term.

Promote pork exports

Exports of pork, offal and pork products contribute a growing value to the English industry, especially demand from outside the EU. We will work with the industry to promote exports in existing markets and seek access to new markets and for new exporting companies.

Communicate the benefits of pork

Consumers have a number of misconceptions about pork especially in relation to health. We will communicate evidence-based information about the benefits of including pork and pork products in a healthy balanced diet. We will also address misconceptions about production methods, welfare and environmental impacts.

Consumer insight

Insight into consumer trends is vital in knowing how and where to market products to achieve maximum value. We will help the industry identify opportunities through high quality analysis of consumer markets.



Promote the image of the industry

The pig industry is facing unwarranted criticism particularly from activist groups relating to animal welfare, environmental impacts and human health. We will defend and promote the image of pig production and processing using impartial evidence and, where required, seek enforcement of legislative and industry standards.

Excellence in market analysis

Excellent knowledge of market dynamics is essential for businesses to plan effectively for the future. We will continue to invest in quality market data analysis and communication both in this country and in competitor markets and build on excellent forecasting skills to assist levy payer business planning. This will be particularly important in assessing the likely impacts of the UK leaving the EU.

International innovation monitoring and communication

A clear understanding of the direction being taken by our competitors is necessary for effective business planning. Knowledge of new and emerging innovations is particularly important. We will use our international networks, such as EUPIG and the International Meat Secretariat, to gather, interpret and communicate this intelligence.

AHDB Pork sector board members

The main AHDB Board has delegated the responsibility to the sector board to develop the most appropriate strategies to meet the challenges of the sector; to ensure the relevant levy rate is recommended in order to provide adequate funding for the required work, to monitor strategy implementation and to approve remedies where performance deviates from plan.

The AHDB Pork sector board is comprised of levy payers, other stakeholders from the sector and independent members. The sector board members are appointed by AHDB.

Michael Sheldon Chair	Commenced April 2017
William De Klein	April 2013
Barry Lock	July 2012
Andrew Saunders	Nov 2011
Robert Shepherd	April 2014
Simon Watchorn	Jan 2015
Iain Wylie	Oct 2013
Adam Cheale	Nov 2016
Richard Buckle	April 2017
Robert Beckett	April 2017
Robert Mutimer	April 2017

AHDB Pork also works closely with key stakeholders, government and devolved administrations and specialist committees dedicated to research, knowledge transfer and marketing to ensure the work undertaken clearly meets the needs of levy payers.