

**ON 18th MARCH 2022**

**TELECONFERENCE**

**PRESENT:** Mike Sheldon (MS) – Chair, Robert Mutimer (RM), Tim Bradshaw (TB), Chris Aldersley (ChA), Rick Buckle (RB), Rupinder Ashworth (RA)

**APOLOGIES:** Robert Beckett (RBe), Adam Cheale (ACH), Robin Thompson (RT), William De Klein (WDK), Mark Houghton (MH)

**IN ATTENDANCE:**

Angela Christison (AC) - Strategy director – AHDB Pork, Chris Gooderham (CHG) – Head of Market Specialists (Dairy & Livestock) , Naveen Gupta (NG) – Finance Director, Finance, Jackie James (JJ) – Financial Controller, Finance , Ken Boyns (KB) – Divisional Director – Services  
Lenka Rihova (LR) – Personal Assistant (Minutes)

**Apologies for absence**

The Chair opened the meeting at 1.30pm and welcomed those in attendance.

Apologies were received from RBe, ACH, MH, RT and WDK. RA joined at 1.50pm.

There were not enough Pork Council members in attendance to constitute a quorum. One member fed in support via email expressing agreement with the proposed budget. It was agreed to have discuss and decide and then e mail to members with the outcome, with opportunity to object. In this way the Council will accept that process as a properly made decision of the Council.

**Revised Budget 22/23**

A Council paper had been distributed to the Council prior to the meeting. The paper was taken as read.

The first iteration of the budget 22/23 had been prepared prior to the crisis in Ukraine. At the last Pork Council meeting (10<sup>th</sup> March 22), the Council agreed to consider a larger reduction in levy income in the course of 22/23 than had been budgeted at that time. The current budget paper is a single proposition with a levy reduction over the whole 22/23 of 15% (further reduction wasn't considered as it was felt that it was unlikely to be the case).

On behalf of the Council, the Chair expressed his gratitude towards AC, NG, KB and the team for their work around the budget and its revision in such a short period of time.

The Chair reported on the proposed savings in KE – freeze current vacancies, domestic marketing and promotional export activities.

Some concern was expressed over the reduction of spend in marketing. Every area was considered for a reduction and the cuts proposed allow for an increase in spend if future finances allow and once the outcome of the Shape the Future vote is known.

RA joined the meeting at 1.50pm.

The Council discussed the proposed reduction of spend in Ladies

The Sector Council (as it has met) approved the revised budget and will be seeking the further endorsement from other members by email.

The meeting finished at 2.10pm.