

**SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING
ON THURSDAY 18 MAY 2023
VIRTUAL**

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

APOLOGIES: N/A

IN ATTENDANCE:

Angela Christison (AC)
Charlotte Evans (CE)
Ken Boyns (KB) – specific item
Will Jackson (WJ) – specific item
Tony Holmes (TH) – specific item,
David Eudall (DE)- specific item
John Gilliland (JG) - specific item
Chris Gooderham (CG) - specific item
Delyth Lewis-Jones (DLJ) - specific item
Caroline Burniston (CB) – minute taker

Apologies for absence

The Chair opened the meeting at 8.30am and welcomed those in attendance. No apologies were received. MS referred to the success of the recent Pigs Tomorrow conference.

Declarations of Interest

The importance of declaring concerns around Competition Law was stated. RBe confirmed his appointment to TVC (Thames Valley Cambac) as Chairman.

Minutes from the meeting held on 28 February 2023.

The minutes from the meeting held on the 28 February 2023 were accepted as a true record and signed by the Chair.

Matters arising.

AC confirmed all actions were complete.

Management Accounts

TH confirmed work being carried out on the central costs was being developed and not yet available, it would however be circulated soon.

TH addressed the Management Accounts and referred to key areas

Levy Rate paper

The Council discussed current and future levy rates for the sector and the implications differing levy rates could have on current and future works. The Council agreed to begin discussions with levy payers and stakeholders about the levy rate which may come in to effect for April 2024. It was noted that all levy rates changes required Ministerial approval.

External Measures of Progress (Dashboard)

AC introduced the dashboard which will succinctly identify which areas of AHDB work are rated as red/amber and green (RAG). The RAG ratings related to external measures of success – not all of these are in the sole control of AHDB so KPI's are also in development with teams to facilitate objective discussions on over/ under performance and to identify if that was due to internal or external factors – or perhaps both.

Slaughter numbers

Legal advice recommends that the historical data is not published given it was calculated in a different manner and cannot therefore be directly compared to today's figures.

Re. Pig Movement data. Livestock Information Programme willing to use movement data subject to some conditions. Nothing formalised yet, costs will be shown to the Council before proceeding. Currently exploring how Pig Movement data and Scottish data sources can be used with existing slaughter data to get a more accurate report. Suggestion was made that ideally the reporting would be on a weekly basis.

Environment update – John Gilliland

JG and CG presented an update on Environment setting out the need for baselining on farms to get an accurate picture of what individual levy payers are achieving rather than relying on national or even international figures.

Pork Engagement

CE presented an update to the Council on Pork Engagement. The aim being to improve engagement rates across the sector.

Welfare Labelling

AC talked through the paper already circulated, the Council agreed that the approach featured in the paper was correct.

AOB

HC described his role on the British Farm Data Council and gave an explanation around his role and responsibilities. RA will be the new chair of the Pork Marketing Subgroup once RM steps down.

Dates of future meetings/Close

September date to be reviewed. Meeting closed at 12.30pm