

**SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING  
ON THURSDAY 21<sup>st</sup> SEPTEMBER 2023**

**BOARD ROOM, AHDB, MIDDLEMARCH BUSINESS PARK, SISKIN PARKWAY EAST,  
COVENTRY, CV3 4PE**

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

**OBSERVERS (PENDING RATIFICATION):-** Charlotte Duggleby (CD), Mark Westgarth (MW)

**APOLOGIES:** Mike Wijnberg (MWi) (Observer)

**IN ATTENDANCE:**

Angela Christison (AC)

Charlotte Evans (CE)

Ken Boyns (KB) – specific item

Tony Holmes (TH) – specific item

Phil Hadley (PH) – specific item

Liam Byrne (LB) – specific item

David Eudall (DE)- specific item

Tom Dracup (TD) – specific item

Chris Gooderham (CG) - specific item

Roseanne Thomas (RT) – specific item

Fred Sworder (FS) – Board apprentice

Caroline Burniston (CB) – minute taker

**Apologies for absence**

The Chair opened the meeting at 8.30am and welcomed those in attendance, particularly new members who were observing prior to ratification. Apologies received from Mike Wijnberg.

MS also welcomed Fred Sworder; a government sponsored Board apprentice to the meeting. Acknowledgement was given to both RBe and RM concluding their time on the Council, and thanks were extended to them both for their leadership in assisting steering the organisation.

**Declarations of Interest**

No declarations. MS referred to the reasons behind declaring interests and the importance of declaring concerns around Competition Law was stated.

**Minutes from the meeting held on 28<sup>th</sup> February 2023.**

The minutes from the meeting held on the 18<sup>th</sup> May 2023 were accepted as a true record and signed by the Chair.

**Matters arising.**

AC confirmed all actions were complete.

**Pork Dashboard**

AC explained the background to the Dashboard and how it has developed, confirming this is now a resource that can offer an 'at a glance' summary of AHDB work and its impact for the sector.

AC offered insight into how the ratings had been determined particularly around Environment. A discussion developed around Export and the need to move this from green to amber due to a decrease in the volume of exports. This was a reflection on the availability of produce, given the

decline in UK production, rather than any reflection on the AHDB Export team. KB joined the meeting at 9.10am

Discussion developed around the importance of the CIM survey and how the results were being reported into the Dashboard.

### **Management Accounts**

TH presented the accounts. It was confirmed this was how the finances would be reported to the council in future.

The Council were unanimous in their appreciation for the clear and detailed information that they now receive to inform decision making.

### **Exports**

PH delivered a presentation to the Council highlighting key reasons for the underspend in this area.

- Covid still restricts activities in some regions.
- Not all inward and outward missions come to fruition, this is not always detrimental for the former as these are effectively 'audits'.
- The importance of successfully recruiting a vet counsellor to be based in China was discussed.

### **Marketing**

LB presented which included two investment options which the Council fully debated reviewing the pros and cons for each.

### **Environment update**

CG presented to the Council key environmental messages. It was summarised that our role to levy payers in relation to the environment was guidance and signposting. Clarification that the roadmap (which has been stalled due to a team rebuild) is now being progressed. The council agreed that having access to this key tool would be helpful to levy payers.

In additional CG and AC gave an update on Food Data Transparency Partnership and AHDB's key messages to the group.

### **Animal Health and Welfare**

Pig Health and Welfare Council Terms of Reference - The revised and updated Terms of Reference for the Pig Health and Welfare council were approved by the Council. AHDB are the principal sponsor for this group.

10.2 Payment by Results, Intact tails – CG sought approval from the Council for a proof-of-concept pilot on up to 10 farms. The objectives of the pilot were demonstrated and discussed with the council. The pilot would be run by AHDB, on behalf of Defra. The council agreed to this on the condition that Defra are the funders and that AHDB will have access to the associated data.

African Swine Fever – CA raised his concern for an updated industry contingency plan.

### **Levy Rate**

AC/RT presented a series of slides setting out the case for a levy increase and communication plan. The Council agreed the case had been captured and the comms plan was appropriate.

### **Economics & Analysis update**

APP- TD recommended changing the underpinning dataset used for the APP pricing series, moving from a voluntary pricing survey to utilising the reference price data, enabling a larger data set, underpinned by mandatory legislation. Following discussion, the Council were supportive of continuing to move forwards with the transition, dependent on there being appropriate consultation with industry and a well communicated transition plan.

Reference prices – TD proposed the publication of the S grade reference price, alongside the current E grade pricing to deliver greater transparency for the sector. It was agreed that E and S grade reporting would be made available to levy payers, dependant on obtaining the relevant Defra data permissions.

### **AOB**

HC raised the issue of the British Farm Data Council and the endorsement they were seeking from AHDB in relation to the documenting certification process. AHDB is considering its stance given this is a cross sector consideration, endorsement will depend upon BFDC proposals reaching certain standards. The council agreed that if those standards were met the council would be supportive of AHDB endorsing BFDC.

An email is to be distributed to the Council promoting the Education work on farm that we are developing, for circulation to any farms that may be interested in taking part.

The building survey was raised; it was decided that this needed to be put on a future agenda.

Adaptive farrowing was discussed and the need for AHDB to stay close to the NPA on this matter.

### **Dates of future meetings/Close**

Meeting closed at 13.30pm. The next meeting is the 4<sup>th</sup> December 2023 which will be virtual. 2024 dates to follow asap.