

SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING

ON WEDNESDAY 5TH JUNE 2024

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

PRESENT: Glen Nimmo (GN) – Chair, William De Klein (WDK) (v), Tim Bradshaw (TB), Rupinder Ashworth (RA) (v), Robin Thompson (RT), Mike Wijnberg (MWi), Mark Westgarth (MW), Charlotte Duggleby (CD)

IN ATTENDANCE :

Nicholas Saphir (NS) (v)
Graham Wilkinson (GW)
Will Jackson (WJ)
Angela Christison (AC)
Charlotte Evans (CE)
Ken Boyns (KB) – specific item
Tony Holmes (TH) – specific item
Guy Attenborough (GA) (v) – specific item
Richard Hampton (RH) – specific item
Liam Byrne (LB) – specific item
Chris Gooderham (CG) - specific item
Mandy Nevel (MN) – specific item
Ouafa Doxon (OD) (v) – specific item
Caroline Burniston (CB) – minute taker

Welcome and Introductions/Apologies for absence

The Chair opened the meeting at 8.30am and welcomed those in attendance, including Nicholas Saphir, Chair of the AHDB Board and Graham Wilkinson, AHDB CEO.

Both NS and GW reiterated the importance of the AHDB focus now being more externally orientated after being internally driven for a period of significant change.

Apologies for absence

Apologies received from Jodie Boland (JB), Hugh Crabtree (HC) and Chris Aldersley (CA)

Declarations of Interest

There were no declarations of interest.

Minutes from the meeting held on 21st February 2024

The minutes from the meeting held on the 21st February 2024 were accepted as a true record and approved by the Chair.

Matters arising

AC referred to the action log which was split into actions which AHDB was solely in control of, which were all complete, and those which relied on other industry stakeholders to action. Of the latter, a key concern was expressed around the

- **Vet Councillor in China** – Frustrations were raised that the Defra role for such a key market had not yet been filled.
- **Isotope Testing** – the obligation to follow up on samples lies with the BMPA and there is a backlog. MWi presented a series of slides to clarify the current situation. There is a shortage of resource to administrate the process within BMPA. A meeting between AHDB and BMPA is required to determine next steps and get to a stage of results evaluation

leading to informed decision making. It was confirmed that we continue with this method for an interim period until we establish a more robust process. It was accepted that the status quo was ineffective and would not continue into the longer term.

Business Plan

GW introduced the Business Plan which would support a performance driven culture, with objectives being built into staff Performance Development Reviews. AC gave more detail on the Pork specific objectives and noted these would replace any former dashboard. The Council agreed this was a clear and transparent approach. GW commented on a new Leadership structure for AHDB, more information will follow on this, but the aim was to complement the areas of greatest focus for our levy payers. It was noted that more detail on the communications plan would be presented at the September council meeting.

Management Accounts

TH presented the account, including a 3-year rolling forecast which would be revisited every quarter to support a long-term view.

There will be a session on the September council meeting to address the latest forecast and any adjustments the council would like to see for 24/25.

Engagement update

CE offered a verbal update confirming the focus was on the following main areas: -

- Stock person training
- Environment and buildings
- Communication of AHDB activity/stakeholder engagement

CE reported that the team would be transitioning and shaping themselves to reflect the sector plan and priorities.

Confirmation given that CE would be seeking a sense check from the council in relation to this regular update at each meeting, to ensure the team are addressing the correct areas.

Export

RH introduced himself to the Council as the newly appointed International Trade Development Director. RH shared an update on his professional background and highlighted the political and technical experience he holds.

Update on Baselineing, Data and Roadmap progression

CG delivered a presentation on the above key areas. Key points as follows: -

- **Baselineing** – an update on the baselining pilot was given and discussed. Next steps include working with the Engagement team to develop and ensure that we select the correct mix of farms. Baselineing will provide each farm with an action plan, and case studies will be generated.
- **FTDP update**– Key challenge is that we are currently being driven by industry averages. The baselining pilot will give us actual data, with the aim of encouraging government to help fund the roll out baselining across the country.
- **Climate Change Committee** – Committee listening to feedback but there are fears that it may be too late in the process to impact on the next carbon budget report.
- **Roadmap** – Terms of Reference drafted. First meeting scheduled for July with key external stakeholders. Desired outcome is to be able to credibly ‘tell the story’ of British Pig farming, within the context of Agriculture as a whole.

- **Data Custodian** – Development of this concept continues internally and external meetings will commence following the 4th July General Election. A business case is currently being prepared; the council was alerted to an extra spend of £15k at the meeting.

CCIR update

OD joined the meeting. The quality of data was confirmed as the key challenge, given that data volume and flow had improved. OD shared an update on the recent re-connection of CCIR data to the Pig Hub which was welcomed.

AC confirmed that the focus on CCIR with FSA will continue. CE stated that Red Tractor have an ambition to use CCIR data in relation to tail biting, however this is not yet in place.

Aujeszky's update

AC referred to the paper within the pack, confirming that agreeing the 'repatriation' of funds to the different levy boards was essential before the money could be used for pig disease related work.

The governance procedure for application from the AHDB portion of those funds was set out for comment from the council. The council agreed the approach and recognised that the immediate task was to prepare all the information required by Defra/Devolved Governments to get the funds released.

Pork Marketing and Reputation update

LB gave a detailed presentation to the Council on the above areas showcasing a solid measure on progress. Key points as follows: -

- Number of focused marketing campaigns will increase by 50%.
- A refresh of media assets will be required soon as there is evidence of consumer 'fatigue'.
- Legal action considered on plant-based products using 'meat' designations.

ASF update

MN verbally summarised the paper and confirmed the close work AHDB has done with stakeholders in relation to this matter. Defra are updating regulations and restriction zones, however due to the pre-election period this work is 'on hold' and Defra are not allowed to discuss any potential changes. This means the Defra/Industry meetings have been postponed but these will be rescheduled as soon as possible post the general election.

MN raised the concept of trialling a workshop style roadshow, to get producers, integrators and their vets to put contingency plans in place. NPA and Pig Vet society are supportive, and the idea would be to work through pig practices and the integrators to start the process. The Council were supportive of this proposal and agreed to start with a few, building 'disciples' to get the word out wider, starting with vet groups, of the need to prepare.

MN outlined areas where consideration should be given by producers, but there seems a lack of motivation to do this planning within the sector - perhaps some thinking control and help during restrictions is the responsibility of others. Contingency plans should cover culling as well as the range of restrictions that would be imposed in the event of a disease outbreak.

The Council urged AHDB to spare no effort in bringing the benefits of planning ahead for ASF to levy payers attention, highlighting the use of contingency planning

AGENDA ITEM 17 – Dates of future meetings/Meeting close

GN confirmed, after some discussion, that the September meeting would be held in York (with the option to dial in) and the November meeting would be in person at HQ due to new Council members in attendance.

GN closed the meeting at 13.11pm and thanked the team for their attendance.