

SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING ON THURSDAY 14 NOVEMBER 2024

**AHDB BOARDROOM, MIDDLEMARCH BUSINESS PARK, SISKIN PARWAY EAST,
COVENTRY CV3 4PE**

PRESENT: Glen Nimmo (GN) – Chair, William De Klein (WDK) (v – specific item), Rupinder Ashworth (RA), Robin Thompson (RT), Mike Wijnberg (MWi), Mark Westgarth (MW), Hugh Crabtree (HC), Jim Brisby (JBr), Jodie Bolland (JB) (v), Charlotte Duggleby (CD) (v)

IN ATTENDANCE :

Graham Wilkinson (GW)
Angela Christison (AC)
Charlotte Evans (CE)
Tony Holmes (TH) - specific item
Mike Gooding (MG) (v) - specific item
Lauren Turner (LT) - specific item
Claire Urry (CU) (v) - specific item
Will Jackson (WJ) - specific item
Michelle Wing (MiW) - specific item
Caroline Burniston (CB) - minute taker

Welcome and Introductions – Chair

The Chair welcomed all those to the meeting including both attendees in person and online.

Apologies for absence – Chair

Apologies received from Tim Bradshaw (TB) who was experiencing technical issues joining the meeting remotely.

Declarations of Interest – Chair

There were no declarations of interest raised.

Minutes from the meeting held on 18 September 2024 – Chair

The minutes from the meeting held on the 18 September 2024 were accepted as a true record and approved by the Chair.

Matters arising – Angela Christison

Key issues raised as follows: -

- **DDAT** – GN/GW confirmed that the AHDB Main Board and Leadership Team are required to review the plans prior to the Council being asked for comment. Clarification was given that the DDAT team are going through a discovery phase, and the Main Board would be considering AHDB's vision to support a stronger focus on digital strategy. GW will report back to the council at a future meeting.
- **Data Custodian** – HC suggested AHDB consider getting certified as being Farm Data Safe to support the digital improvement work that is being undertaken.
- **CCIR** - update to feature in January 2025. MWi confirmed a conversation had taken place with Mark Deacon, Director, MKM Agriculture.
- **Engagement** – a paper would be routinely prepared for the in future.

Management Accounts – Tony Holmes

TH referred to the revised financial report structure within the pack showcasing a return to how the accounts previously were presented.

Business Plan - Graham Wilkinson/Angela Christison

GW presented the latest update based on October 2024 data. Confirmation that work is currently taking place on the 2025/2026 business plan including a future vision for AHDB which will be shared with the Council in 2025.

AC gave an update from a Pork perspective referring to the key essentials.

JBr felt that AHDB's marketing campaigns could be more impactful with greater co-ordination and visibility of marketing plans at the top level of management teams in processor levy payers.

Export update – Will Jackson

WJ confirmed that Richard Hampton would not be continuing as the AHDB International Trade Development Director. WJ/AC and Paul Flanagan (Dairy Sector Director) will support the team until a replacement is established. The Council understood the change and were reassured that the long-term nature of the work with the established and experienced team in place means AHDB will not be exposed during this period.

Communications – Will Jackson

WJ shared the findings of the task and finish group, including a recommended 5-point plan.

WJ confirmed one of the early learnings was that the Strategic Comms manager will now report into the Sector Director.

The Council expressed their desire for an understanding of the work of the Comms team in more detail as they wish to retain a keen focus on efficiency as well as effectiveness. WJ committed to coming back to the Council at a subsequent meeting to report on progress.

Engagement – Charlotte Evans

CE gave a verbal update on recent engagement opportunity for AHDB offering an update on dialogue between key levy payers and how they would like to be engaged with. CE confirmed that 1-1 meetings/dinners were being organised for the South East of England with key discussion points being Data custodian, ASF and People in Agriculture.

For information, the following Sector Council members were identified as key additions to support these sessions: -

- Southern meetings – RT and HC to attend, diary permitting
- March 2025 meeting –MW and regional colleagues to attend
- East of England meetings to be arranged also.

ASF update and associated topics – Mike Gooding/Lauren Turner

ASF points as follows: -

Post-farmgate workshop

- Post farm gate workshop held in London on the 20th September focussed on abattoir pre-designation, maintenance of supply and product treatment requirements for retail.
- Main integrators and retailers represented
- FSA/DEFRA/APHA all in attendance
- Key aims: -
 - Getting as many abattoirs as possible pre-designated

- Ensure hauliers and abattoir staff are briefed on the impact of restrictions – there was an ask of AHDB and NPA to produce this
- Encourage digital record keeping across the whole of the supply chain
- Ensure C&D protocols and facilities are up to date

Pilot Workshop

- Conducted with Pilgrims on 29 October
- Led by Livetec and AHDB
- Mix of producers, field staff and vets
- Productive and well received. All feedback positive from attendees, some slight refinements needed for future workshops to ensure group feedback and cross learning
- Second pilot workshop will be in January with BPA for smaller scale producers and their vets

Feral Wild Boar

- Working group met on 29 October
- Good representation from NFU, Forestry Commission, local farmers to the Forest of Dean, Trading Standards, APHA, BASC etc.
- Local farmers are reporting significant number of boars on their land- there have been increasing acreage of forage crop on the perimeters of the Forest of Dean. Farmers are seeing significant number of boars when harvesting maize etc. Some reports of 50/60 boars being shot on private land in a 3month period.
- Group concerned around number of boars being displaced from Forestry commission land and the lack of data on private kill numbers
- AHDB to work with APHA on obtaining figures on number of Trichinella tests conducted on wild boar to try and indicate population figures within the Forest of Dean vicinity.

Web Updates

- Central hub created to include links to latest news articles, FAQ's, DEFRA guidance and resources including contingency templates and biosecurity.

Flexible Farrowing

- AHDB are working to to clarify the financial impact on the sector
- HC praised AHDB for the work in the area.

AOB - All

AC referred to a government climate adaptation report for agriculture and described the work AHDB are doing to help inform the report. AC asked anyone who wanted further detail to let her know.

Date and time of next meetings/ Meeting close

AC/GN confirmed 2025 meeting dates as follows: -

- Tuesday 21 January 2025, F2F
- Wednesday 5 March 2025, F2F
- Monday 23 June 2025 (virtual only capacity)
- Wednesday 1 October 2025, F2F
- Wednesday 10 December 2025, F2F

The Chair closed the meeting at 12.45pm and thanked everyone for their attendance.