

**SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING
ON WEDNESDAY 18 SEPTEMBER 2024
YORK MARRIOTT HOTEL, TADCASTER ROAD, YORK, YO24 1QQ**

PRESENT: Glen Nimmo (GN) – Chair, Chris Aldersley (CA) (v)William De Klein (WDK), Tim Bradshaw (TB), Rupinder Ashworth (RA), Robin Thompson (RT), Mike Wijnberg (MWi), Mark Westgarth (MW), Hugh Crabtree (HC), Jodie Bolland (JB), Charlotte Duggleby (CD)

IN ATTENDANCE :

Graham Wilkinson (GW)(v)
Angela Christison (AC)
Charlotte Evans (CE)
Tony Holmes (TH)(v) – specific item
Richard Hampton (RH)(v) – specific item
Liam Byrne (LB)(v) – specific item
Kim Matthews (KM)(v) - specific item
Mike Gooding (MG)(v) - specific item
David Eudall (DE)(v) – specific item
Freya Shuttleworth (FS)(v) - specific item
James Taylor (JT)(v) - specific item
Chris Gooderham (CG)(v) - specific item
Mandy Nevel (MN)(v) – specific item
Caroline Burniston (CB) – minute taker

Animal Health and Welfare – Mandy Nevel

ASF

- More work commenced in this arena. Series of levy payer workshops/roadshows being held around contingency planning in conjunction with Defra (risk-based approach). Focus being on the impact to the supply chain of having an ASF restriction zone. Confirmation that the AHDB web site had been updated in accordance with this information to support farmers and vets.
- Levy Payers are appreciating that there are things that can be carried out to protect their business before an outbreak, strong support from the vet community, with an AHDB ambition to run the roadshows countrywide.
- Key messages to the industry is that excellent and legible records will be the key to resuming normal pig, people and vehicle movements, as well as international trade if affected. There is a request that businesses move digital records for people pig and vehicle and supplies movement.

Biosecurity checking

- Defra pathway have highlighted a need for improved biosecurity, which would support disease control across the board. A software package is available that contains a bio check. Defra are keen to see if AHDB would support holding this system (£30k) and embedding this within the pathway. There would need to be an annual subscription charge (approx 10k) so a commitment for a minimum period would be needed. It was decided the Executive would give this more scrutiny before bringing a formal proposal, if appropriate, to the Council.

Stolen and missing pigs

- A discussion developed around Trading Standards having no process to record this and the disease risk associated. The Council were asked if the industry would like AHDB to investigate this. The decision was made not to progress due to it not being a key issue for pigs.

Welcome and Introductions

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

Apologies for absence

Apologies received from Charlotte Duggleby (CD)

Declarations of Interest

There were no declarations of interest raised.

Minutes from the meeting held on 5 June 2024 – Chair

The minutes from the meeting held on the 5 June 2024 were accepted as a true record and approved by the Chair.

Matters arising – Angela Christison

Key issues raised as follows: -

- Vet Councillor in China – The industry is keen to have more government associated people 'on the ground' in China to build long term relationships of strategic value. It is proposed that an independent report is done to establish the relative presence of government associated people in China for the UK vs other key trading nations. It was agreed that WDK and MW would work with AC and RH to develop the brief for this report – that would then be circulated to the whole council for approval prior to commissioning.

Management Accounts

TH showcased the revised presentation of the financial figures, the Council were unanimous in their approval for this new revised layout.

Business Plan

GW clarified that a performance driven culture was a priority with the business plan representing one version of the truth. The aim is to keep improving the KPIs.

A request was made for a Digital Transformation update – this is scheduled for November.

There was an ask for some 'stretch targets' to go into the business plan next year, e.g. establishing a greater on the ground presence in China for example.

Isotope update

AC described the current process regarding the collection and follow up on samples. A paper set out options for AHDB and BMPA to improve the system. KM detailed the estimated costs and benefits of each of the options.

After some discussion, the Council agreed that the proposed option 3 as an AHDB commissioned paper trail audit should deliver efficiencies.

Price Reporting

DE/FS updated the Council with a change to the methodology to all pig pricing (APP). It was confirmed that the calculation is becoming more difficult given the changes in pig ownership within the industry. As a result, AHDB are looking at other data sources to derive the APP price reports.

DE confirmed that nothing was immediately available. DE will report back in November (if more information available) or January if it takes longer.

DE updated on a recent meeting with a levy payer, AHDB, Defra and the RPA which focused on SPP prices reporting. Roles and responsibilities of AHDB, RPA and Defra had been described and it was confirmed that the levy payer was satisfied and clear on how AHDB operate in this area. Subsequently a meeting had been arranged with the RPA, so that a better understand of their auditing role could be achieved. A follow up meeting is planned for December.

Environment

Baselining

- CG confirmed that the cross-sector costs for this work are coming in higher than originally estimated because the amount of land put forward had been greater than budgeted. An email from Defra was shared clarifying their contribution into the project for Year 1.
- Chair requested for the Council's agreement to cap at 300 hectares, allowing AHDB to stay on budget. The Council agreed and supported the aim to get to net carbon on farms.

Engagement

CE recapped on priorities stating the importance of 1-1 interactions with levy payers and asked the Council if they believed we had missed any key producers to approach. One name was added.

There was a proposal to invite some levy payers to meet the Council the evening before some future Council meeting. This would allow discussion on hot topics and give an opportunity for two-way learning. The Council supported this approach, and it was agreed it will be trialled.

Assurance

GN referred to the paper within the pack confirming that the Commissioners were now gathering evidence and requesting additional information. JT clarified that the Commissioner report would be due at the end of 2024. Next steps are to engage in some detailed scenario planning around possible recommendations.

Marketing, Education and Nutrition

LB and GR both gave detailed presentation on the following areas: -

- Results of Kantar mixed model marketing results, these were excellent showing a 10.1 Return on Retail Sales. Three times the industry average, thought to be possible by the consumer insight enabling the marketing spend to be optimised, as well as the campaign principle – feed your family for less – being the right message/right time.
- The mixed model results also show us valuable learnings for future campaigns and the mix of channels that can optimise results.

No decision was required of the Council, however the advantages of further investment, especially in TV advertising, was modelled.

AOB

AC confirmed that virtual Equality, Diversity and Inclusion training is available for all Council members, should they wish to attend, across a variety of dates.

GN requested a Council member's attendance at SIAL Paris (International Food Exhibition) to represent the Chair. MWi/WDK both expressed an interest.

HC shared his role of Pork RoadMap Chair with the group and asked what the Council would like from a roadmap. Some of the members requested the ToR and key documents in relation to the group to stimulate thinking.

Next Council meeting scheduled for Thursday 14 November 2024. Location to be determined. 2025 dates to follow.

On behalf of the AHDB Pork Sector Council, the Chair expressed his sincere thanks and appreciation to Chris Aldersley for the years of service to the industry as a member of Council, as CA stepped down from his role following two terms.