

SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING

ON TUESDAY 21ST JANUARY 2025

WOODLAND GRANGE , OLD MILVERTON LANE, LEAMINGTON SPA CV32 6RN

PRESENT: Glen Nimmo (GN) – Chair, Tim Bradshaw (TB), William De Klein (WDK), Rupinder Ashworth (RA), Robin Thompson (RT), Mike Wijnberg (MWi), Hugh Crabtree (HC), Jim Brisby (JBr), Jodie Bolland (JB), Charlotte Duggleby (CD)

IN ATTENDANCE :

Angela Christison (AC)
Tony Holmes (TH) - specific item
Colin Turner (CT) – specific item
Jonathan Eckley (JE) (v) – specific item
Guy Attenborough (GA) - specific item
Rebecca Loveday (RL) - specific item
Mike Gooding (MG) (v) - specific item
Mandy Nevel (MN) – specific item
Amanda Bennet (AB) (v) – specific item
Liam Byrne (LB) - specific item
Nicola Dodd (ND) - specific item
Kate Abbey (KA) - specific item
Caroline Burniston (CB) - minute taker

Welcome and Introductions – Chair

The Chair welcomed all those to the meeting.

Apologies for absence – Chair

Apologies received from Mark Westgarth (MW)

Declarations of Interest – Chair

There were no declarations of interest raised.

Minutes from the meeting held on 14th November 2024 – Chair

The minutes from the meeting held on the 14th November 2024 were accepted as a true record and approved by the Chair.

Matters arising – Angela Christison

Key issues raised as follows: -

- **In China support**– AC confirmed item was on agenda. We await CBBC report and this will follow. This topic would be discussed later when JE joined the call virtually.
- **Isotope Testing** – it was agreed an update would be given in March 2025.
- **Aujeszkys** – Paper being prepared by Defra to be circulated across the devolved nations.
- **ASF** – also on the agenda, MN to attend as more workshops are budgeted for next year.
- **CCIR** – AC referred to the email dated 9th January 2025 that was sent to the Sector Council. MWi to join the meetings with FSA going forward. FSA are aware of the importance of CCIR data to farmers and for export. AHDB has encouraged FSA to consider simpler ways of getting data to farmers, even if it not as comprehensive as all would like.
- **Marketing** –RA raised the importance of integrators/processors having the correct 'Marketing Subgroup' attendees in place to ensure product alignment and internal communications on AHDB campaigns were optimised. The Council agreed to revisit this later in the agenda when Liam Byrne, AHDB Marketing Director would be in attendance.



- **Engagement** – GN referred to several regional Levy Payer dinners being planned where Council members would be in attendance (alongside exec). Confirmation given that this activity was enabling the Council to be more accessible and responsive leading to positive feedback.

Management Accounts – Tony Holmes

TH referred to the financial report within the pack, focussing on key highlights as follows: -

- Net levy income /Core spend on track
- In the process of forecasting for Q3, reforecasting process explained to the Council.
- ‘Interest received’ discussion held.

Budget development – Angela Christison

AC confirmed that in March 2025, a 3-year business plan and complimentary budget would be presented for the Sector Council to agree and sign off.

Currently it looks possible to accommodate the councils wishes to increase TV advertising, training, and disease support workshops.

AC referred to Jane Batchelor, (AHDB’s Senior Pork Communication Manager) who was now in post, and Jane’s remit to review and develop the pork specific comms.

China - in country support for UK exports - Jonathan Eckley/Angela Christison

AC commenced by bringing the Council up-to-date on the topic. JE joined the meeting (v) and referred to a constructive dinner the previous evening with General Administration of Customs of the People's Republic of China (GACC). The team met with GACC, Defra and DBT to continue to strengthen relationships to specifically support the extension of EHCs for more parts of the carcass e.g. stomachs.

Reference was made to the paper within the pack which described two for the council.

The Council was keen to ensure continuity of relationship management in China, and to increase in resource with a further post. The exec was asked to budget for this and start recruitment with the ideal candidate having veterinary qualifications.

Business Plan – Angela Christison

AC presented performance against the Business Plan up to December 2024.

JB asked that the industry figures referenced pigmeat (rather than pork) consumption for next year’s business plan.

Vision and Values – Angela Christison

AC presented AHDB’s vision and values to deliver optimum value for levy payers. The council approved of the approach.

Date of the next Levy Payer vote - Guy Attenborough/Rebecca Loveday

GA summarised the paper and informed the council that the other sectors, who had had their meetings during the preceding week, had all opted for Autumn 2027 for the next Levy Payer Vote. The Council agreed to fall in line with the other sectors.

Engagement – Angela Christison

The Council had no further questions in relation to the Engagement paper.

Flexible Farrowing - Angela Christison/Mike Gooding

MG (v) summarised the report that showed the potential economic impact on the sector, this had been well received by the NPA. He explained the next steps in relation to the report, which would be to send it to the Defra team and upload it onto the website.

The Council agreed and recommended that the model be available on request rather than put on the website.

Strategic review of the AHDB Nutrient Management Guide (RB209) – Mike Gooding/Amanda Bennet

AC provided an overview and requested that a member of the council be identified to join a review group.

Marketing preview of the new campaign – Liam Byrne/Nicola Dodd/Kate Abbey

The Marketing team showcased the new advert and supporting social assets.

LB explained the marketing subgroup process but remarked this is not working optimally both in terms of members of that group relaying important information to colleagues and optimising specific product line availability. It was agreed further work would be done to align with processors.

AOB – Chair

HC highlighted the benefit of analysis being undertaken to verify the cost per contact relating to any activity involving levy payers. (Regional dinners are a good example of value for money)

Meeting close – Chair

The Chair closed the meeting at 13.25pm thanking everyone for their attendance.