

SUMMARY MINUTES OF THE PORK SECTOR COUNCIL MEETING ON WEDNESDAY 5TH MARCH 2025

WALWORTH CASTLE HOTEL, CASTLE HOTEL, WALWORTH ROAD, WALWORTH DL2 2LY

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

IN ATTENDANCE :

Graham Wilkinson (GW)
Angela Christison (AC)
Jane Batchelor (JBa)
Charlotte Evans (CE)
Nicholas Saphir (NS) (v) - specific item
Tony Holmes (TH) (v)- specific item
Colin Turner (CT) (v) – specific item
Jonathan Eckley (JE) – specific item
Will Jackson (WJ) (v) - specific item
Roseanne Thomas (RT) (v) - specific item
Jenn Birrell (JB) (v) - specific item
Ken Boyns (KB) (v) - specific item
James Taylor (JT) (v) - specific item
Caroline Burniston (CB) - minute taker

Welcome and Introductions – Chair

The Chair welcomed all those to the meeting both in person and virtually. JBa introduced herself to the team and offered an insight into the strategic communications role held within the Pork team and some of the associated responsibilities.

Nicholas Saphir – Chair of AHDB

Nicholas thanked sector council members and reflected on an interesting five-year period as the Chair of AHDB. In turn the council thanked Nicholas for his support.

Apologies for absence – Chair

Apologies received from Robin Thompson (RT) and Jim Brisby (JBr).

Declarations of Interest – Chair

There were no declarations of interest raised.

Minutes from the meeting held on 21st January 2025 – Chair

The minutes from the meeting held on the 21st January 2025 were accepted as a true record and approved by the Chair.

Matters arising – Angela Christison

Key issues raised as follows: -

- **China** – proceed as agreed with the additional post, accommodated for in the budget.
- **Isotope Testing** –Contract extension for Food Forensics has been sent to them, this allows for completion of desk auditing of samples. Agreement between AHDB and BMPA regarding any samples that need further investigation, is currently being written by a legal team and will imminently be shared with BMPA.
- **Aujezkys** –the business case for Ministers is expected to be completed in the coming months.

- **CCIR** – Next meeting with FSA 12th March 2025, GN and MWi will attend in addition to AC.
- **Pork Consumption** – consumption metrics in business plan will reference pig meat (rather than pork). Council did not want to consider overt marketing of processed meat at this time.
- **Flexible Farrowing** – report released, and the model that allows Levy Payers to run their own figures will be available on a low-key basis as agreed.
- **CO2 economic impact** – tender to go out in March 2025. MWi in conversation with the AHDB team on this matter on final version of tender.
- **RB209** – Robin Thompson confirmed as the Council representative on this group.
- **Marketing Campaign alignment with Processors** –the team are working closely with Cranswick. WDK establishing a name from Sofina, along with a representative from Pilgrims also being sought.
- **Engagement with LP's** – to be discussed within the meeting

Management Accounts – Tony Holmes/Colin Turner

TH referred to the summary finance report within the pack.

Budget 2025/26 – Angela Christison/Tony Holmes

AC referred to the budget paper which demonstrated that the Council wishes to increase spend/impact of work in marketing, disease, training, environment and on the ground resource in China could be accommodated over a three-year period.

AGENDA ITEM 9 – Communications Plan – Will Jackson/Roseanne Thomas

WJ will present to the AHDB Board on the 25th March 2025 and wanted the Council to see the proposed strategic direction of communication plans beforehand. WJ referred in detail to the Comms Pork budget split 2025/26 which showed where the comms budget is spent.

RT gave more detail on the four key strategies: -

- Digital future
- Decentralisation
- Efficiency
- Voice

China Resource – Jonathan Eckley (discussed at the previous evening's business dinner)

JE referred to the paper within the pack, raising the following key points: -

- Comparison undertaken of other countries resource in China.

Confirmation that technical resource and relationship skills were the ideal mix for the additional role. Recruitment of this role was agreed.

Business Plan 2024/25 – Graham Wilkinson/Angela Christison

AC referred to the plan for the current year, which was near to completion. GW confirmed that an AHDB rebrand was currently on hold due to the lengthy process involved and the need for delivery to be the organisation's focus.

Business Plan 2025/26 - Graham Wilkinson/Angela Christison

AC presented the new Business plan which was supported by the Council. It was agreed there should be Levy Payer comms to socialise the plan more widely within the sector.

Levy Payer Results – Angela Christison/Jenn Birrell

JB joined the meeting and showcased the highlights of the 9th Levy payer survey. The Council had no further questions.

Engagement update – Charlotte Evans

CE recapped on the paper along with the table which reviewed key engagement points. Confirmation given that Levy Payer dinners are landing positively, with an 'annual' frequency suggested. HC commented that he believed these dinners were good value for money in terms of meaningful engagement.

Assurance – Ken Boyns/James Taylor

KB/JT shared series of recommendations that would go to the AHDB Board at the end of March and asked for any feedback from the Council.

Meeting close – Chair

The Chair closed the meeting at 13.05pm thanking everyone for their attendance.