

ON 25 JUNE 2020

TELECONFERENCE

**CONFIDENTIAL**

**PRESENT:** Mike Sheldon - Chair, Richard Buckle, Mark Haighton, Simon Watchorn, Robert Beckett, Chris Aldersley, Rupinder Ashworth, Robin Thompson, Adam Cheale, Tim Bradshaw, Robert Mutimer

**APOLOGIES:** N/A

**IN ATTENDANCE:**

Angela Christison - Strategy director – AHDB Pork, Liam Byrne - Head of Marketing Pork Beef and Lamb , Gareth Renowden - Senior Marketing Manager - Beef & Lamb , Ben Williams - KT Senior Manager – Pork, Jon Foot - Head of Environment & Resource Management, Anna Farrell - UK Marketing & Communications Director, Phil Hadley - International Market Development Director, Carrie McDermid - Senior Account Manager, Lenka Rihova – Minutes

**AGENDA ITEM 1 – Apologies for absence**

The Chair opened the meeting at 10am and welcomed those in attendance. There were no apologies for absence.

MS welcomed PH, who has kindly agreed to join us at a short notice to talk about the current situation regarding Export to China (additional agenda item).

There is a reappearance of Coronavirus in Beijing. The epicentre was a food market, which dealt with imported products. The Chinese have put more pressure on imported goods and imposed tougher controls. Any sites with outbreaks, should be suspended from exports and they need to inform the Chinese authorities. Each country to do a remote/live video auditing to demonstrate additional controls in place. A note went out to provide assurance that controls have been met. Video audits will be taken to provide evidence of additional controls. There is a potential for export disruption if product cannot go to China. It was agreed to speak to our European counterparts to establish best practice around audits. This is a meat and seafood issue. AHDB is working hard on this and trying to get as much information possible about the audits to ensure that we are prepared.

**AGENDA ITEM 2 - Declarations of Interest**

There were no declarations of interest.

**AGENDA ITEM 3 – Minutes from the meeting on 19<sup>th</sup> May**

Agenda item to be brought to the next meeting.

**AGENDA ITEM 4 – Matters arising**

Agenda item to be brought to the next meeting.

**AGENDA ITEM 5 - Accelerated Ammonia Project**

HS presented an update on AAP. The project is on track and results look positive. Full results due November and potential positive action from the Environmental Agency in early 2021. For the first time, the emission factors will join up across DEFRA and EA. As soon as DEFRA have accepted the emissions factors, the EA have to accept them.

Environmental performance at pig farms: producers can either use standard emission factors or measure their own performance. They usually use the standard emission factors. Our actual performance is far better than the current emissions factors.

There will be a need to bring the local planning authorities on board, and collaboration with DEFRA and EA will help this.

On behalf of the Board, MS thanked everyone involved in the project. A special thank you from HS to Zanita Merkhham.

**AGENDA ITEM 6 – Precision Pig**

BW presented an update on PP. Project on plan despite not being able to collect data during lockdown (Covid-19 impact). Large data sets acquired from elsewhere which means predictive analysis can actually go faster with a greater degree of accuracy than at first planned. The focus of the project is to look at the value of the data.

The Board recognised the differences that were presented and the fact that it has coincided in a reduction in the size of the team. Work has been reprioritised due to Covid-19.

### **AGENDA ITEM 7 - Year 3 Pork Campaign results to the Board**

LB and KM presented on the Pork Shoulder activity, results of the Year 3 Midweek campaign and post Covid-19 plans.

- **Pork Shoulder campaign** (response to shift in global supply)

It has been a successful campaign that was well received by consumers. Great results: over 70K clicks and pork shoulder saw 35% growth. MS expressed his gratitude towards the team for their work.

The Board's agreement had been to focus on a four week burst with an option to extend. The Board discussed the next steps. It was recommended to maintain the focus on the long-term strategic shift in attitudes and react to short term if required. It was agreed that there is no reason or need for any immediate tactical activity.

- **Mix up Year 3 Midweek campaign**

The campaign focused on shifting attitudes to fresh pork as suitable for a midweek meal and to reinforce the attitudes around pork and health and pork and versatility. New creative was introduced. KM reported on the campaign evaluation process and provided a detailed summary of the results. It was a very successful campaign.

LB and MS (on behalf on the Board) thanked CM, who is moving to our retail team, for her hard work in delivering these campaigns over the last three years. MS welcomed GR, our new interim senior marketing manager for Pork.

LB commented on plans post Covid-19 and lockdown. The team has been working on a PESTLE analysis to help our strategy and approach. There are new trends which represent opportunities for the sector and the whole supply chain. Next steps on industry reputation will be discussed at marketing subgroup and recommendations will be made at next board call on 22nd July.

The Board is happy with the progress on the strategy in influencing attitudes over the long-term. The team should be directed to continue to implement that strategy. The Board is happy with the short-term activity carried out in May/June. No immediate plans to repeat or extend this. The Board will welcome an agile response from the team, should the market conditions dictate.

### **AGENDA ITEM 8 – AOB & Dates of future meetings**

- **Disease Response paper**

MS reminded the Board of its previous discussions regarding the Disease Response mechanism paper and provided an update on his work up to date. The plan was to circulate the paper with all the interested parties. All stakeholders (PHWC, the disease surveillance group, NPA, the Pig Veterinary Society, DEFRA) are supportive of the paper in principle. No formal process initiated with DEFRA. MS made contact with QMS in Scotland and HCC in Wales on the grounds that this would ideally be a GB wide activity. Contact made with Christine Middlemiss, Christianne Glossop and Sheila Voas, CVOs for DEFRA, Wales and Scotland. The paper had been circulated around the AHDB main Board. The suggestion to include Northern Ireland in the process was taken on board.

In general, everybody can see that it is a good idea despite a number of obstacles (legal and financial). All concur it is essential, but recognise there is a long way to go to achieve the outcomes.

- **VIVA incursions**

A letter had been circulated from Stewart Houston (Red Tractor) on the subject of a VIVA incursion into a farm and Red Tractor's response to that. VIVA have filmed on some farms that were apparently not meeting Red Tractor standards and published a film. The Board discussed how the industry could

protect itself. The board agreed that the first step should be for RT to ensure their standards were adhered to, as those not doing so brought down reputation of whole industry. The Board discussed AHDB's role. It was suggested that the industry needs to show what good animal welfare looks like. This needs some consideration as 'educating consumers' is not appropriate but discussing how we can redress the balance and ensure farmers are implementing best practice should be considered as part of our reputation and KE work.

The meeting closed at 12pm.