

Pork results

Levy payers were asked if they agreed with the proposed priorities for the pork sector by ranking them in terms of importance from 1 to 5, where 1 is low and 5 is high. They were then asked to rank the work that AHDB should do to support those areas.

These results and feedback will now be used by the Pork Sector Council to inform funding decisions on the work AHDB will deliver for the pork sector.



Score 1
not
important



Score 2



Score 3



Score 4



Score 5
very
important

Priority A. Selling every part of the pig for the best financial return at home in the UK or overseas



Average scores

one levy payer one vote weighted results*

4.4 **4.8**

1. Promoting pork exports to overseas markets



3.9 **4.6**

2. Our pork consumer marketing campaigns



4.1 **4.1**

* Weighted scores are based on number of pigs

Priority B. Protecting the reputation of pork and promoting its benefits to consumers



Average scores

one levy payer one vote weighted results*

4.4 **3.9**

1. Educating consumers of the future



2. Protecting and enhancing the reputation of the industry



3. Our 'We Eat Balanced' consumer campaign



* Weighted scores are based on number of pigs

Priority C. Improving animal health and welfare, reducing disease, and demonstrating our high standards



1. Animal health and welfare



3.8

3.1

* Weighted scores are based on number of pigs

Priority D. Demonstrating that the pork industry takes its impact on the environment seriously and is improving?



Average scores

one levy payer
one vote

weighted
results*

3.8

3.5

1. Support the pork industry to deliver environmental improvement

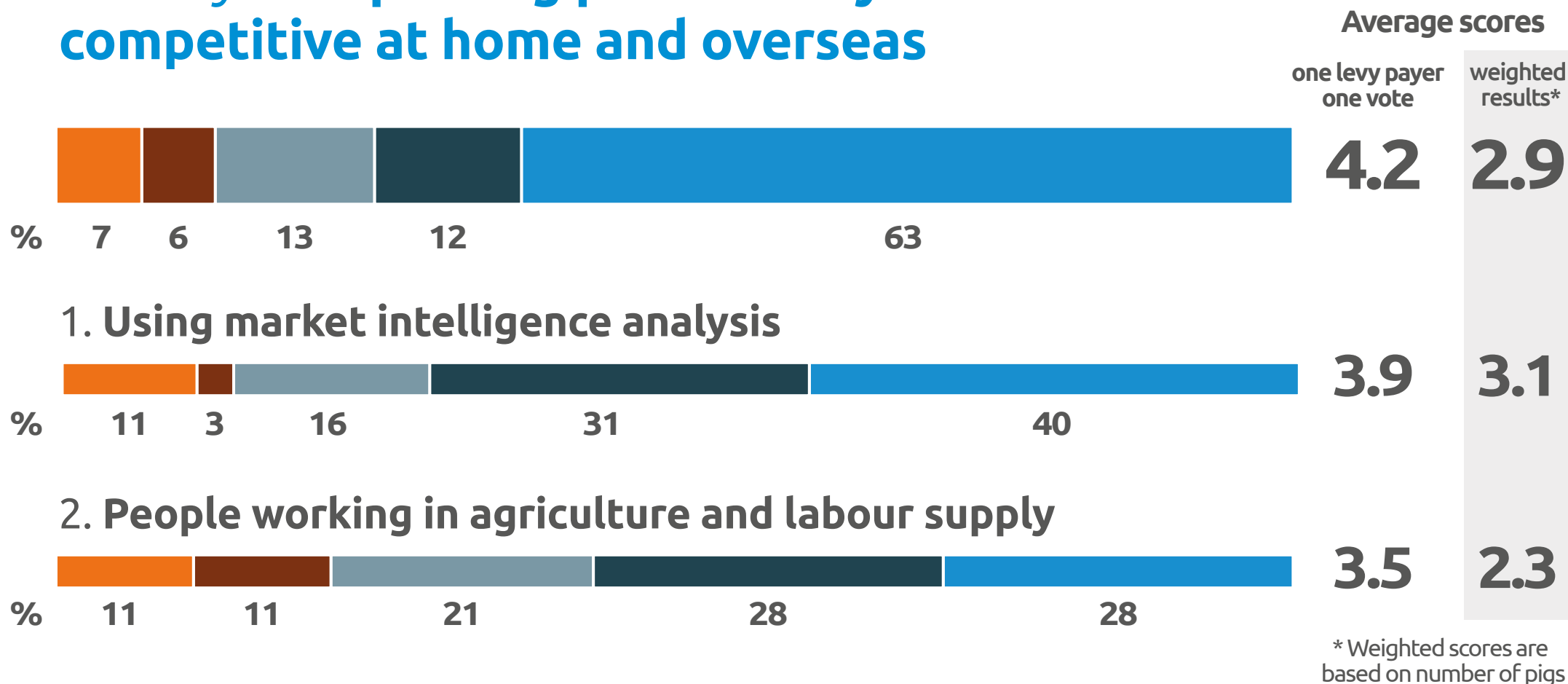


3.7

3.5

* Weighted scores are based on number of pigs

Priority E. Improving profitability to remain competitive at home and overseas



* Weighted scores are based on number of pigs

Sector council appointments

The following people received more than 50% of the votes and have been ratified as sector council members:

Chris Aldersley

Jodie Bolland

Mark Haighton

Tim Bradshaw

Hugh Crabtree