

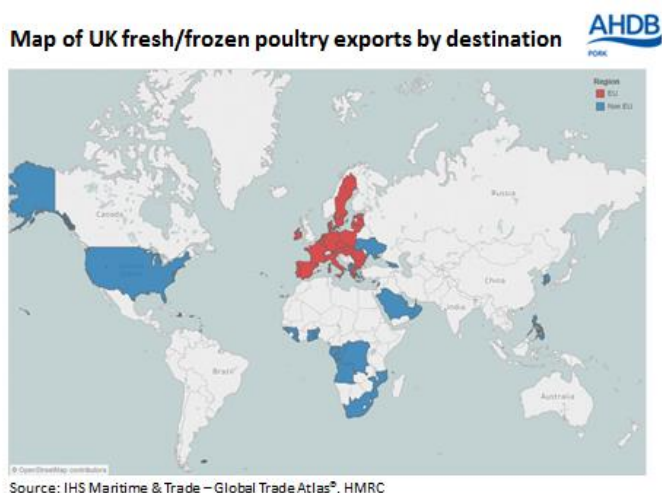
## Two new valuable data publications released

Two new publications from AHDB Pork will be published in June and both provide a valuable source of information about the pig industry. The [Pig and Poultry Pocketbook](#) provides key facts and figures about the industry and allows comparisons with one of the sectors major competitors. The [AHDB Pork Yearbook](#) includes a raft of performance data, which will be of use to producers.

The Pocketbook covers the whole supply chain, from farm to fork, including statistics on the structure of the industry, prices, production levels, carcass classification and retail sales & consumption. The 2017 Pig and Poultry Pocketbook is the fifth edition of this popular publication.

The growth in popularity of poultry meat makes the industry a direct competitor to the pig industry in the UK. It provides a cheap protein source to consumers, with the added perceived benefits of health and versatility. Data collected by Kantar Worldpanel shows GB household pork purchases by volume, have been, for the majority of cuts, declining. Meanwhile, poultry purchases, on the whole, have shown the reverse trend.

Similarly to the pig sector, poultry processors also face carcass utilisation challenges. In particular, chicken breasts are most preferred in the UK, with demand outstripping supply. Dark meat, conversely, is less favoured, which provides the opportunity to export some of the surplus. Annual figures for 2016 illustrate a slight decline in export volumes, a reverse of the trend recorded for pig meat.



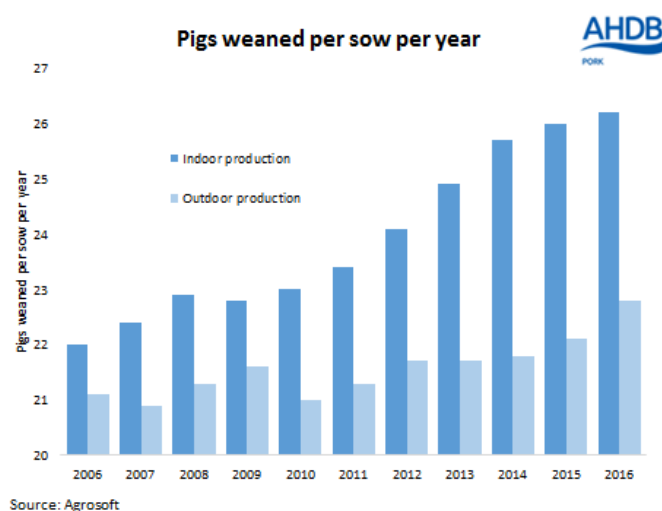
The EU accounted for 68% of total trade, with the Netherlands and Ireland being the main destinations, although many shipments to the former will likely be for re-export. African destinations were prominent in terms of non-EU markets. Unlike for the pig industry, access to key Asian markets, except for Hong Kong, is not yet available to the poultry sector.

Poultry imports recorded a sizeable increase in 2016 on the year earlier, with the increase in domestic production not

enough to satisfy the increase in consumption. However, initial data for the first quarter of 2017 indicates that the level of imports may be slowing, and indeed back slightly, on 2016. Over 96% of imports were sourced from the EU in 2016, with the Netherlands, Poland and Ireland being primary sources. Further key facts and figures relating to the poultry industry can be found in the 2017 Pig and Poultry Pocketbook.

The [AHDB Pork Yearbook](#) details the work being carried out in Knowledge Exchange, Research, Development and Innovation within AHDB. This covers research projects, field trials, skills and training and the industry in figures. The Yearbook also includes everything from technical performance trends and cost of production data, to carcass weights and average back fat measurements.

The technical performance data provided in the Yearbook offers a comparison between indoor and outdoor production and covers breeding, rearing & finishing herds. This includes comparisons between average and high performing herds and time series showing developments over the past 10 years. Among the tables are some showing the performance of sows by number of pigs weaned per sow per year. This highlights the improvements recorded in performance in indoor production methods, while outdoor production systems have shown a much more gradual upward trend.



When the combined figure for pigs weaned per sow per year is compared with our European counterparts, it lags behind. This is primarily caused by the outdoor production figures pulling down the average. That said, even when like-for-like indoor performance is compared, the UK is still off the pace slightly, versus leading countries such as Denmark.

Understanding the current state of the industry and its competitors can help producers make the best possible business decisions and therefore aid in improving returns. This is where publications such as these can provide invaluable information and make an important contribution to supporting the sector.