

## Two new valuable data publications released

Two new publications from AHDB Pork have recently been published. Both provide a valuable source of information about the pig industry.

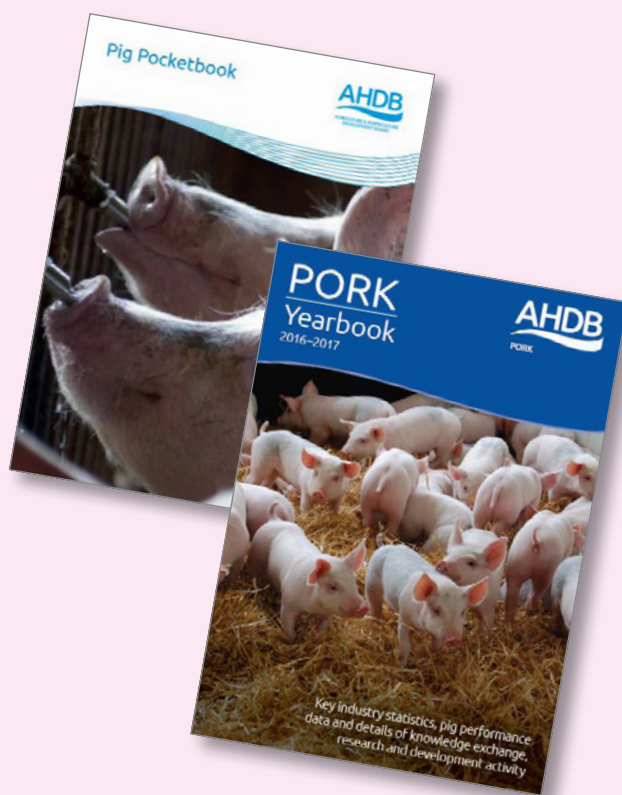
The Pig and Poultry Pocketbook provides key facts and figures about the whole supply chain, from farm to fork. This includes statistics on the structure of the industry, prices, production levels, carcass classification and retail sales and consumption. The inclusion of poultry also enables comparisons with one of the sector's major competitors. The Pocketbook is the fifth edition of this popular publication.

The AHDB Pork Yearbook details the work being carried out in Knowledge Exchange, Research,

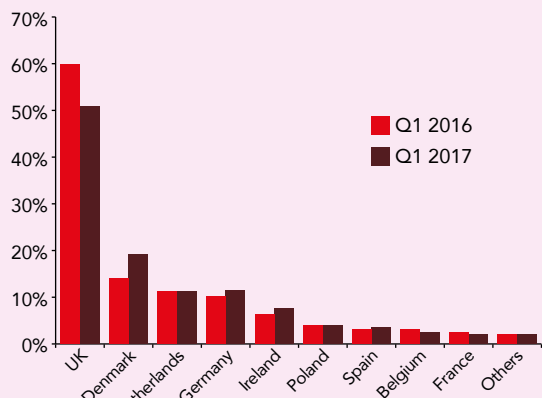
Development and Innovation within AHDB. This covers research projects, field trials, skills and training and the industry in figures. The Yearbook also includes everything from technical performance trends and cost of production data, to carcass weights and average back fat measurements.

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

To access these publications online, please visit [pork.ahdb.org.uk/prices-stats/published-reports](http://pork.ahdb.org.uk/prices-stats/published-reports) >

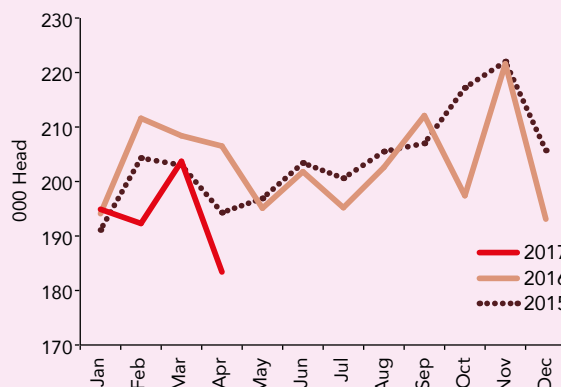


### Sources of pig meat consumed in the UK



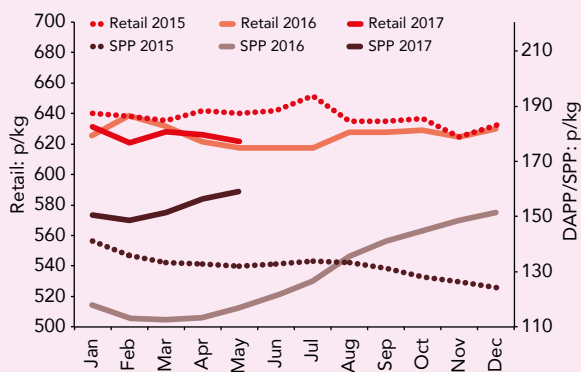
Defra, HMRC, IHS Maritime & Trade- Global Trade Atlas®

### UK weekly clean pig slaughtering



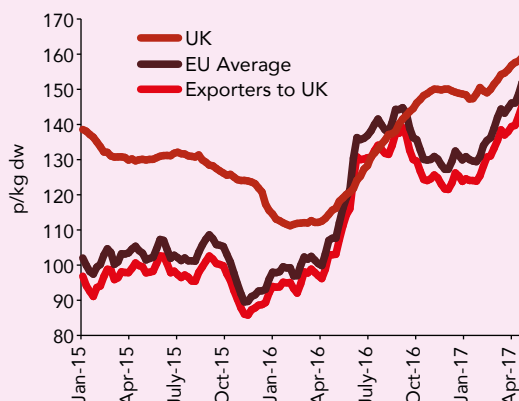
Source: Defra

### GB average retail pork saleable carcass price and DAPP



Source: AHDB Market Intelligence

### Comparison of UK and EU pig reference prices



Source: AHDB Market Intelligence, EU Commission

# Latest Horizon report

This newest report sets out some of the essential background to The World Trade Organisation (WTO) the international membership organisation for the current 164 trading countries.

It helps explain the implications for agriculture in a bit more detail including what will happen when we leave the EU, how we navigate the technical detail of the WTO and its rules and principles.

AHDB's previous Horizon publications (pictured) have looked at some of the issues that will be critical in shaping the agri-food sector following Brexit. At the forefront of these are policy decisions on trade and agriculture.

Brexit, of course, provides an opportunity to develop regulatory and policy measures that fit the UK's unique needs and play to our strengths. However, in the absence of continuing EU single market participation, the UK will have to contend with an existing international trade framework.

In practice, international trade is one of the most complex areas that policy-makers will need to navigate and it will set the parameters for what is and isn't possible. To become better informed visit [www.ahdb.org.uk/brexit/brexitpublications.aspx](http://www.ahdb.org.uk/brexit/brexitpublications.aspx) to download your copy. >



## Pig Scholarship Programme begins recruiting

The future of the pig industry relies on recruitment of highly qualified and committed young entrants. The scholarship programme is entering its fifth year and has secured more than 20 scholars in placements all across the industry.

Pig producers and allied industry companies are invited to join the programme to provide a 12-month paid placement for a second year BSc or first year FdSc student who is studying at Harper Adams University and who would like a career in the pig industry.

Scholars will work in your business for 12 months and in addition receive a scholarship of £4,500, representing a significant contribution towards tuition fees. There is also the potential to offer funding in the final academic year.

The Scholarship Programme helps raise the profile of careers in the pig industry to encourage new entrants, while enabling individual businesses to cherry-pick high-calibre new employees.

Visit: [www.pork.ahdb.org.uk/skills-training](http://www.pork.ahdb.org.uk/skills-training) >

## Focus Farm farrowing tips



Farm manager Wayne Connell has shared the practical steps he's taken to help reduce pre-weaning mortality on AHDB Pork's Focus Farm, ranging from regular cleaning of crates to recording and supplementary feeding. He picked up the ideas while spending time in the farrowing house on one of JSR's units.

It is just one of the areas that fellow pig producers and members of the allied industry have discussed with Focus Farmer David Goodier and his team on the 250-sow unit in Lancashire. Improving the service area, distribution of

water and building ventilation have also been up for consideration to help improve performance.

Pigs have now gone into the farm's newly built finisher accommodation while, in the breeding herd, the timing of insemination is being adjusted to see if litter size can be improved, especially in more mature sows.

To read all Wayne's tips on farrowing house management and keep up to date with progress on the Focus Farm, visit: [pork.ahdb.org.uk/research-innovation/focus-farm](http://pork.ahdb.org.uk/research-innovation/focus-farm) >

## Small-scale Producer Meetings

A series of evening meetings, aimed specifically at small-scale pig producers, has been scheduled as a follow-up to the popular meetings held earlier this year. Once again they are being run in conjunction with the British Pig Association (BPA) and we would love to see a full house!

All meetings will start at 18:30 (with a meal) and should conclude around 21:30. To find out more and to book your FREE place ring the AHDB KE Events Hub on 01904 771212 or email [ke.events@ahdb.org.uk](mailto:ke.events@ahdb.org.uk) >



### Where and when?

19 July	Cisswood House Hotel, Horsham RH13 6NF
25 July	The Gypsy Hill Hotel, Exeter EX1 3RN
26 Sept	The Hilton Hotel M4, Chieveley Services RG20 8XY

# If you think we are good at selling premium food, then you need to visit Japan.



Mick Sloyan AHDB Strategy Director Pork and Peter Hardwick Head of Exports took a trip to Japan for meetings to improve understanding of the implications of the TPP (Trans Pacific Partnership) and emerging EU/Japan Free Trade Agreement at the same time as reinforcing those all-important personal business relationships.

Meetings involved Yuki Saito (Economic and Trade Policy) and Mariko Hasegawa (DIT Trade adviser) at the British Embassy to discuss opportunities and address issues.

Pork consumption is increasing as people substitute local beef, which is becoming more expensive, with pork. Over the longer term, total protein consumption is falling but this is being driven entirely by reduced consumption of fish and shellfish. Japan is 51% self-sufficient in pork with imports running at 860,000 tonnes in 2016. About 41% of imports are chilled (long life chill mainly from USA, Canada) and the remainder frozen (mainly from EU).

There is very high consumer loyalty for Japanese pork. For example, the current average price of imported loin is £10/kg against the average price of domestically produced loin at £19/kg.

However, Spanish imports have been increasing in recent years mainly due to recognition of the Iberia pigs brand. This consumer appetite for the rare or unusual provides hope and opportunity for some of our famed rare breeds.

From the pork perspective the biggest opportunity for increasing exports to Japan is the effective dismantling of protection provided by the "gate price" mechanism, which effectively sets the minimum import price for pork. It is hard to judge the timing and impact of such a measure. Timing will be down to politics. Impact will depend on the extent to

which imported pork prices fall. It is apparent that two things will limit any impact. Firstly, there is clearly a two tier market for domestic and imported pork. There is little evidence that the substantial price premium has been eroded over the years. Secondly, it would seem that the government is planning to provide extra support for domestic producers just in case prices are put under pressure.

A new regulation that requires registration of all companies exporting agrifood to Japan was identified. Registration is seemingly a simple but essential step that can be done through Defra.

Interestingly, purchase tax on Japanese meat sales went from 5% to 8% in April 2014 but the increase appears not to have had an impact on sales volumes! This may be an interesting lesson for those advocating a tax on meat sales as a means of discouraging consumption!

A further meeting took place with the CEO and officers of the Japan Ham and Sausage Processors Cooperative Association and the Japan Meat Processors Association, the latter being mainly responsible for "public good" activities such as ensuring fair trade between members and the development of meat science and technology.

The Japan Meat Processors Association members account for more than 90% of processed products making them very important when it comes to industry engagement. They are also dependant on imports with 86% of their raw material coming from overseas.

About 30% of pork consumption is in processed form, the majority is "table meat" sold through retail and food service. About half the pork imported into Japan is destined for table meat with the remainder going into processing along with some chicken and other meat. >

*And finally... back to that earlier thought on premium food.*



During an impromptu visit to the Food Hall in the Mitsukoshi department store in central Tokyo, Mick and Peter took a look at the consumer facing end of the chain, in a food hall spread over two entire floors, selling everything from vegetables to take-away food.

Wagyu beef was trading at £463/kg and thin sliced loin of pork from "black" (Berkshire) pigs at an impressive £46/kg. At these prices there must be an opportunity to grow export of pedigree Berkshire breeding stock, either live or through frozen semen. There may also be an opportunity for frozen/chilled Berkshire pork from the UK?

...And if you fancy "afters" perhaps £192 for this nice pair of mangos? >

