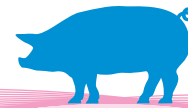


The PINK PAGES



Price marked packs – the future of meat sales?

In response to the Hard Discounters, major retailers are increasingly moving away from promotional activity in favour of an everyday low price (EDLP) strategy. In the 52 weeks to 16 July 2017, the amount of red meat sold on promotion was just under 30%, eight percentage points less than a year ago.

Price marked packs (PMPs) are defined by Kantar Worldpanel as non-promoted products with a price label/sticker on the packaging. These have become

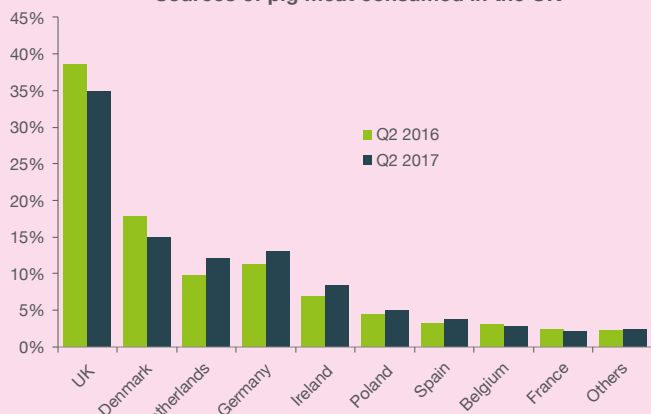
increasingly evident in red meat, with the total percentage of volume sales which are PMPs at 12%. Pork, however, over indexes with 13% of total sales in this format.

PMPs are considered more attractive to younger, less affluent, consumers, who want to make quick purchasing decisions. According to Kantar, under 34s account for 14% of red meat purchases, while over 55s account for 49%. However, younger consumers over index on PMP

volume sales in red meat, accounting for 17% of purchases, compared to the 43% for over 55s.

Overall, consumers seem to have taken well to PMPs in the meat categories. The role of promotions is looking increasingly uncertain as levels of activity decline at unprecedented rates. The move to a more simplistic EDLP and PMP strategy is creating a clearer, consumer friendly marketplace that looks like it is here to stay for the foreseeable future.

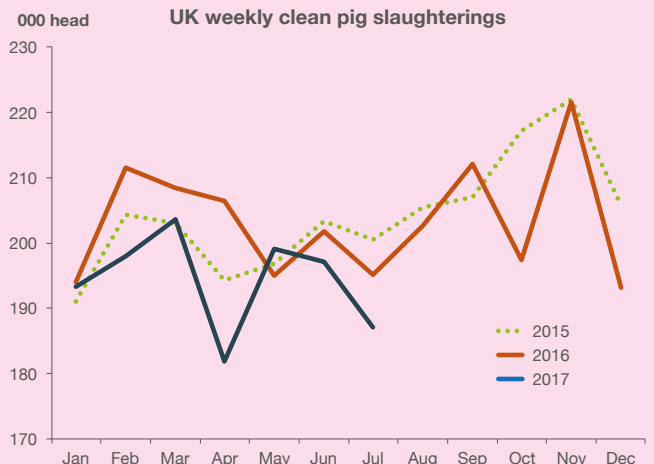
Sources of pig meat consumed in the UK



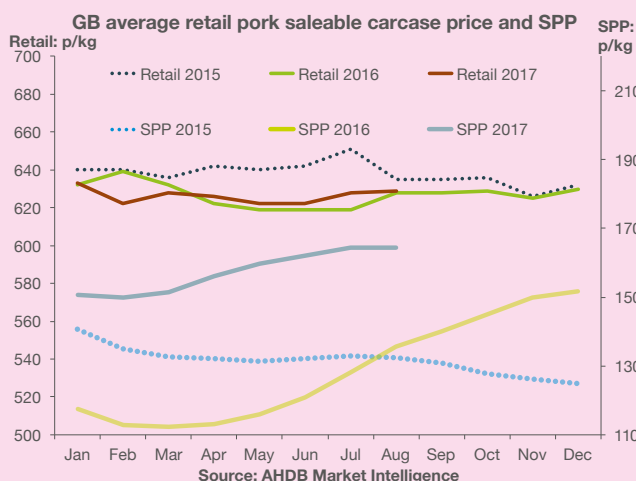
Source: Defra, HMRC, IHS Maritime & Trade- Global Trade Atlas®

NB. In the previous edition the UK figure showed UK self-sufficiency, not consumption of UK pig meat, in error

UK weekly clean pig slaughterings

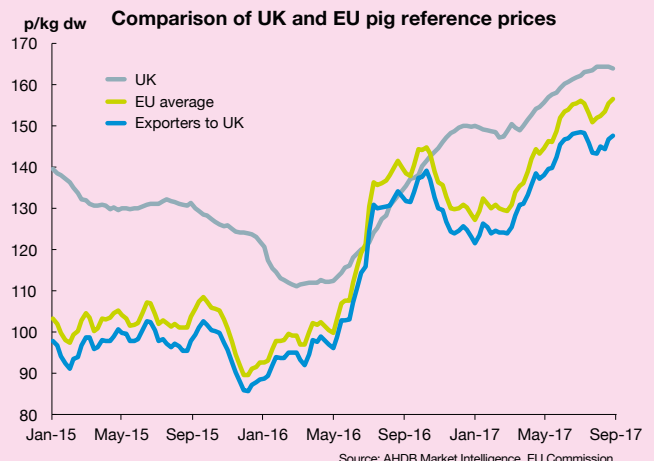


Source: Defra



Source: AHDB Market Intelligence

Comparison of UK and EU pig reference prices



Source: AHDB Market Intelligence, EU Commission

Putting the day/night question to bed

Wouldn't you love to know exactly how long you should put the lights on in your finisher buildings to deliver the best performance? Well the wait is over. Starting later this year AHDB will begin a holistic programme of work to cover all factors affecting lighting for pigs; from looking at which lights to choose through to how light can optimise sow and finisher performance. The first large scale scientific trial will establish, once and for all, which periods of light and dark will optimise finishing animal performance. This trial is expected to be completed in late 2018.

Once we have the evidence, altering lighting regimens on units is unlikely to involve large individual investment. Making changes to lighting type and day/night durations could deliver wins for indoor producers, regardless of the depth of their pockets.

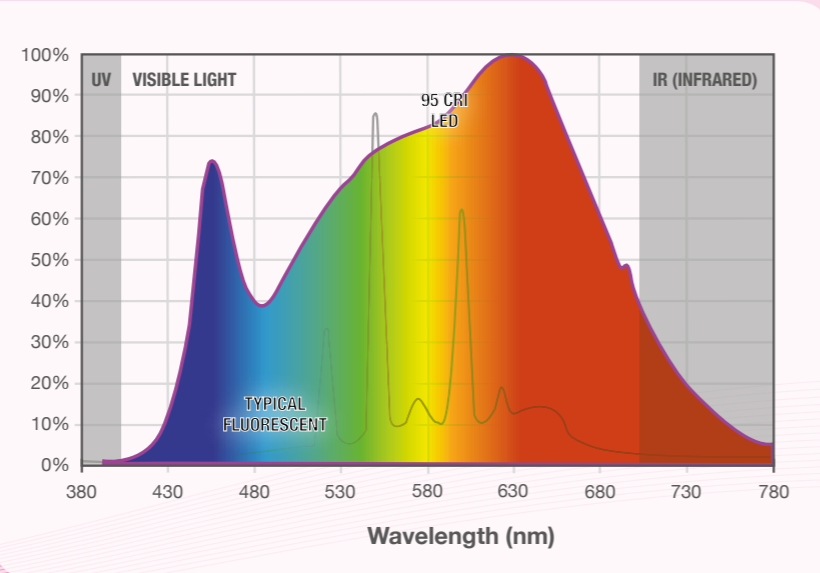
The trial work would aim to set out the ideal photoperiod, or 'day length', for modern pig units. Four different lighting treatments will be tested using full spectrum or 'daylight' LED lighting.

The minimum lux value for 'light' in each study will be 150, and the maximum lux value for 'dark' will be five, as this is considered to be as dark as it is reasonably possible to achieve in commercial housing.

The treatments will be the legal minimum of eight hours light/16 hours dark, as well as 12h light/12h dark, 14h light/10h

dark and finally 16h light/8h dark. In all cases, pigs will be tagged and individually weighed to establish daily live weight gain. Additional analysis of the cost of the treatments will also be shared.

No need to be in the dark. For more details on this trial or others within the lighting programme of work contact dominic.charman@ahdb.org.uk



Unlocking the lifetime potential of your gilts



Do you know how to optimise the productivity of your gilts? This autumn, we're holding a series of meetings to help answer that very question.

The meetings promise to be just as valuable as the series run during spring and a must for pig producers who want to get the most out of their gilts. Remember: the cost of a gilt is around £250, so to keep costs down, it's vital to optimise longevity.

Commenting on the gilt events held earlier this year, one producer from the south said, "The meeting was very informative; we came away with some really good ideas to put in to practice."

With another strong line-up of speakers this autumn, attendees are bound to take many more practical ideas away with them.

Stephen Hall, of Stephen Hall Management and vet John Hayden will explain in depth the importance of getting the most out of your gilts, and provide practical ways to manage the first parity sow.

Representatives from ForFamers will also describe nutritional strategies during key stages of the gilt's life, which leads on from Andrew Zarkos-Smith's presentation earlier this year where he stressed that "proper gilt rearing gives proper results."

When and where

15:00–18:00 Monday 23 October
Sparsholt College, SO21 2NF

15:00–18:00 Tuesday 24 October
Gypsy Hill Hotel, Exeter EX1 3RN

15:00–18:00 Monday 30 October
All Saints Hotel, Bury St Edmunds IP28 6JQ

15:00–18:00 Wednesday 1 November
Mid Yorks Golf Club, West Yorkshire WF8 3BP

In addition, attendees of the upcoming meetings will also get to hear about our latest consumer marketing campaign – Midweek Meals – which has just been launched; look out for the new ads due to be shown on TV over the next few weeks.

To book your place at one of the meetings, get in touch with the AHDB KE Events Hub: Tel 01904 771212 or email ke.events@ahdb.org.uk

The meetings and subsequent activity on gilts form part of AHDB's Farm Excellence Platform, harnessing farmer-to-farmer learning and focusing on targeted improvements in key areas of technical importance.

Pork exports set to reach record high



The first half of 2017 saw pork exports boom. At £145m, they are up 19.8 per cent in value, with offal worth £38m, up 31.6 per cent. Overseas sales of processed pork products (sausages, bacon and ham) reached £39m, up 26.3 per cent. Altogether, exports of pork products contributed £222m to the UK industry, without taking into account other products such as green offal, fats, pies and ready meals. It already looks like the £500m mark may be reached in 2017, setting a new record for exports.

With pork production relatively stable, the rise in the value of exports can be attributed to two main factors: a steep and welcome rise in the average export value for each category and an opportune fall of sterling against the Euro and US\$. This historic increased value of exported pork products owes also a lot to the hard work of pork exporters and traders, and reaps the benefits of consistent export marketing investment from North America to East Asia.

In the first six months of the year, the UK exported 107,000 tonnes of British pork to no fewer than 52 destinations including the Seychelles, Qatar, Equatorial Guinea and St Helena. Despite this, Greater China still accounts for 26 per cent of volume and 20.5 per cent of value of total UK exports.

The UK was the only major supplier to increase sales to Mainland China this year. All its markets in Europe and Asia

are performing well, with particularly good sale results in Belgium, plus the USA and South Africa. The average sale price of British pork to the USA reached £3.02/kg in the first half of 2017, a superb performance.

Exports of offal to Greater China account for 72 per cent of exports in value. Other valuable destinations include the Philippines, other East Asian destinations and Côte d'Ivoire.

Regarding the exports of British sausages, Ireland and Spain account for 54 per cent of shipments. These are very different – the average value of sausages for Spain is only £1.73/kg, against £3.60/kg for Ireland. Other high-performing countries include Italy and Hong Kong, which have also seen some major growth so far this year.

Some 62 per cent of ham exports in value were shipped to Ireland and there were surprising but welcome increases of ham sales to Poland and Germany.

Finally, for bacon, 74 per cent of sales end up in Ireland, including a fair volume of re-export. Spain and France are major destinations too.

Interestingly, non-EU exports of pork and red offal now represent a record 49 per cent of total pork exports in volume and 46.5 per cent in value. Although favourable trade conditions and an advantageous exchange rate are helping, the UK is now starting to reap the benefits of its investment in overseas markets.

Important changes to environmental permitting

As a result of the recent changes to environmental permitting, the Environment Agency will be conducting reviews of all permitted farms shortly. Find out how the changes could affect you: come along to one of our permitting meetings this autumn.

The informal sessions are being run in conjunction with the Environment Agency (EA) and will provide plenty of opportunity for questions and discussion.

If you are already operating with a permit, you will be receiving a letter from the EA which explain the important changes that are being introduced and a questionnaire which must be completed. Don't miss the opportunity to get a better understanding of the implications these will have on your business and how to complete the questionnaire – book your place at one of our meetings today.

5 October, Kidderminster
16 October, Wetherby
17 October, Diss
25 October, Driffield
7 November, Taunton
8 November, Bristol/Bath

For details and to book your free place, get in touch with the AHDB KE Events Hub.

Tel: 01904 771212 Email: ke.events@ahdb.org.uk

Water report now available



A new report, written by RAFT Solutions Ltd., has collated information on how to test, maintain and clean waterlines; it also highlights things to consider when using water as a delivery vehicle for medication.

With the new Red Tractor Standards coming into effect from 1 October this year, featuring the requirement for non-mains water to be tested at point of entry annually, and the hugely important role water plays in the health, welfare and productivity of pigs, water is going to remain a key topic for the industry over the coming years.

The report is available from the AHDB Pork website and will form the basis of a range of activities and resources over the coming months.