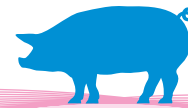


The PINK PAGES



GB sow productivity continues to rise

In the 12 months ending June 2017, the productivity of the GB sow herd continued to increase, according to latest data from Agrosoft.

Overall productivity gains were driven mainly by improvements in the performance of the GB outdoor breeding systems. For the outdoor herd, the number of pigs weaned per sow per year increased by 0.31 on the previous quarter to 23.52 head. The indoor herd recorded a more marginal rise of 0.11 on the

previous quarter, at 26.61 pigs weaned per sow per year.

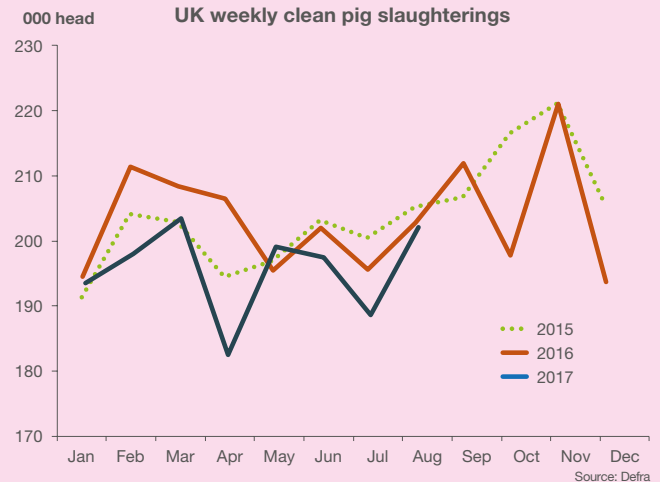
Although there was an improvement recorded in the productivity of the breeding herd, the GB herd is still behind the EU average, when compared with the most recent InterPIG figures from 2015. The EU average for 2016 was 26.81 pigs weaned per sow per year compared to the GB average for the 12 months ending June 2017 of 25.36 pigs weaned per sow per year.

The performance of the GB feeding herd was more mixed. The daily liveweight gain for rearing pigs increased on the quarter, contributing to an improvement in the feed conversion ratio (FCR). For finishing pigs, the daily liveweight gain decreased, but the FCR remained unchanged, suggesting that overall, less has been fed to the herd per day.

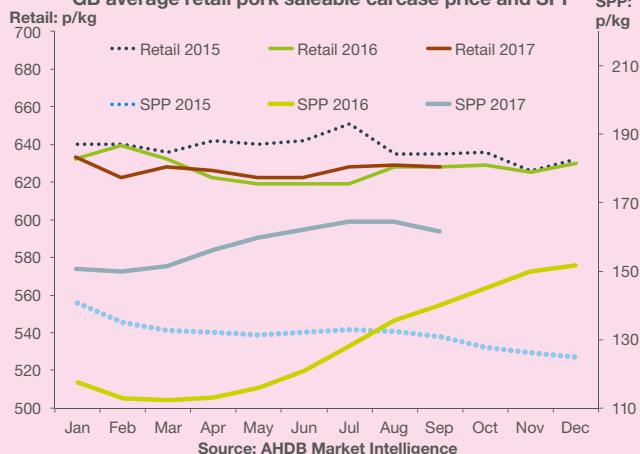
Sources of pig meat consumed in the UK



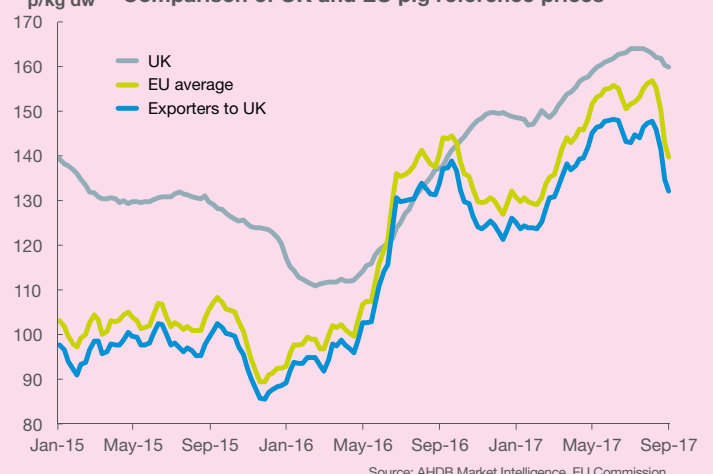
UK weekly clean pig slaughterings



GB average retail pork saleable carcass price and SPP



Comparison of UK and EU pig reference prices



Outdoor sites: putting in the groundwork

Soil management is the next big focus for outdoor pig producers, with lots of help available to avoid soil and water runoff, negative impacts on neighbours and water pollution.

Many are taking advantage of support from water companies, environmental organisations and AHDB Pork, which now has two Knowledge Exchange (KE) Managers, BASIS-qualified in soil and water management (Andrew Palmer on 07976 443454 or Kate Mellor on 07973 701202).

When producers take up tenancy or move pigs onto a new site, they should check whether it is near any restrictive zones, including Nitrate Vulnerable Zones (NVZs) and ground Source Protection Zones (SPZs). They should also:

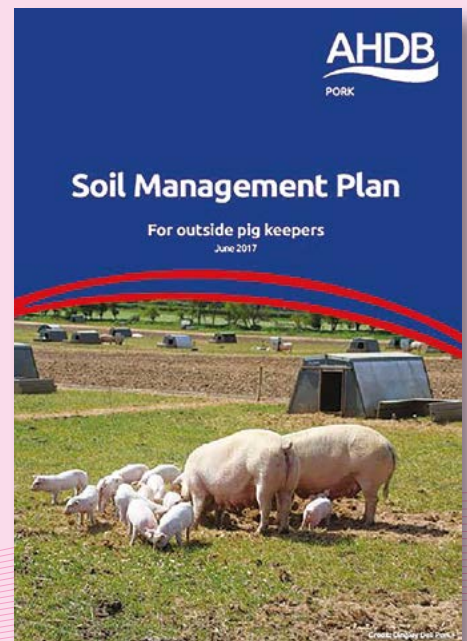
1. Find out the previous cropping and assess soil nutrient content and structure
2. Do a risk assessment of the site. Look at where water might flow, thinking about: 'Source', 'Pathway' and 'Receptor'
3. Record and demonstrate actions taken, including photographs – AHDB Pork's Soil Management Plan provides a simple template
4. Get in touch with the local water company's catchment adviser or Rivers Trust. These organisations are keen to provide confidential advice and, in some cases, funding.

To download the Soil Management Plan, visit:

pork.ahdb.org.uk/environment-buildings/water-soil-and-air/soil-management/

There are also AHDB GREATSoils workshops running in November:

ahdb.org.uk/projects/greatsoils.aspx



Small-scale producers focus on pig health

The second round of small-scale producer meetings, run by AHDB Pork and the British Pig Association, concluded last month, having attracted over 80 pig keepers from across the south west of England.

They provided a forum for less experienced pig keepers to ask questions about health, nutrition, breeding and more, as well as build relationships with other small-scale producers in the region.

As a direct result of the meetings, many attendees said they will be looking at their vaccination programmes and speaking to their vets to discuss pig health in more detail. This is encouraging to hear



and demonstrates one of the benefits of running these meetings aimed at smaller-scale producers; disease does not discriminate between herd sizes.

Attendees also said they will be making more use of the AHDB Pork website in future and exploring Pig Hub, which can be used to access e-AML2 and keep data and relationships to vets and marketing groups, among others, up to date.

As feedback from the meetings has been positive, not to mention the wider benefits to the industry of increasing the knowledge base of this group, there will be another round of meetings aimed specifically at the small-scale producer in spring next year. These will be in similar locations to the recent meetings – Exeter, Horsham, Chieveley – with a new venue possibly being added further north; watch this space.

Pig Pro, the industry's free training and development recording tool gets off to a flying start.

There's now a great way to record staff skills quickly, simply, securely and for FREE. The online training recording system has been welcomed by businesses, individuals and industry training providers alike since its launch at the end of September.

Pig Pro provides the perfect place for training events to be promoted. Registered training providers can add details of upcoming training opportunities and users can register for them at the click of a button. And once training is completed, Pig Pro manages the serious business of confirming attendance and the uploading of those all-important certificates.

PIGPRO ONLINE TRAINING RECORD

Simplifying management of training records is driving a consistent approach and saving time, effort and money. Individuals are enjoying greater control over their personal training records, and businesses have easy access to records for their own use or for providing evidence during Assurance Scheme visits.

For information on Pig Pro, visit

<https://pork.ahdb.org.uk/skills-training/>
or email samantha.bowsher@ahdb.org.uk

Europe's Best



Best practice in pig production from across Europe will be showcased by the EU Pig Innovation Group (EU PiG) at www.eupig.eu

There are eight winners of the group's first Grand Prix contest, each awarded the title of EU PiG Ambassador, having shown innovative examples of best practice on their farms. The unique annual competition is designed to identify best practice and share it with other European producers who can benefit from adopting similar tried-and-tested ideas.



"And... ACTION!" at the 'Midweek Meals' TV advert shoot

While TV adverts may only grace our screens for 30 seconds or so, the exacting process AHDB has followed to create something truly attention-grabbing has certainly been a lengthy one! You will have seen AHDB's 'Pick Pork' family popping up on TV throughout October, making us smile, but more importantly encouraging consumers to buy pork medallions to cook at home.

An advertising shoot may sound glamorous, with directors, producers, light and sound engineers and even a clapperboard, but many hours and usually some blood, sweat and tears are shed long before the cameras start rolling.

Kirsty Walker, AHDB Pork's Head of Pork Domestic Marketing says, "In order to write a clear, creative brief, we first needed to understand a number of things about our audience: their shopping and eating habits, their behaviours and attitudes towards midweek cooking and, importantly, what they thought about pork. We also needed to consider exactly what we wanted the advertising to achieve.

"The answers to these questions were heavily researched, prior to and at crucial stages of the process, to make sure we created an advert that appealed to, and motivated consumers. A key premise for the campaign was built on the fact that many people lacked inspiration when it comes to their midweek meals.

We learned that people tend to fall into a routine of cooking the same type of dishes each week, with many often 'doubling up' on certain meals. Fortunately, the research also revealed consumers have a desire to break that boredom and discover something new and tasty to cook and eat midweek, as long as it fits with their subconscious criteria of being quick, easy, versatile, healthy and tasty."

Based on sound consumer insight, Kirsty's team chose a creative idea to be developed into two storylines that would appeal to both our family and couple audiences. The objective of the adverts is to demonstrate the versatility of pork medallions through two different dishes, depicted in two mealtime scenarios: a family and a couple, making the meals look delicious yet simple to achieve on a busy week night. So after a great deal of time developing, testing and researching different dishes, Caribbean Pork and Pork Schnitzel were chosen.

With dishes agreed, it was all systems go. Work started to recruit the right director, producer, crew and cast, getting the film set built and props chosen to bring the whole concept to life. Filming required considerable attention to detail. The crew shot endless takes, capturing every angle, ensuring that the light and sound were optimum and the pork, as star of the show, was looking its very best.

The food needed to be absolutely perfect for the shoot, so the team were armed with a fridgeful of pork medallions and a team of professionals to ensure the meat was 'ready for its close-up'.



Of course, when the camera stops rolling, it's not the end of the process – not by a long way. Since attending the TV shoot, the market development team has spent many long hours in a dimly lit editing suite, carefully choosing footage to create funny, engaging and memorable TV adverts that still work hard to communicate all our key messages.

Consumer testing, carried out before the advert went live, showed that consumers found it fun and entertaining but also clearly understood the messages delivered: pork medallions provide a quick, easy and healthy alternative to chicken, and will bring some much needed excitement to midweek meals.

"Well, well, well... What do we have here, Angela?"

