



## **Minutes of the Forty Fourth Board Meeting held on Wednesday 5 November 2014**

### **MINUTES OF THE LAST MEETING**

The minutes of the meeting held on 10 September 2014 were approved.

### **MATTERS ARISING (and not on the agenda)**

The Board was told the replacement for the Chairman of the BPEX Board/AHDB Board member has been advertised and the closing date has now passed. The sift will now go ahead with a view to interviewing and making recommendations to the Minister by the end of December. The AHDB CEO position is at the same stage and it is hoped an announcement can be made as to the successor for Tom Taylor in December.

Interviews for the Beijing post will take place on 21<sup>st</sup> November with a view to having the successful candidate in post at the Beijing Embassy by 1<sup>st</sup> April 2015.

### **DIRECTORS REPORT**

Members were told the gap between the UK and EU reference price is now 37p/kg. The main reason for the sharp decline is due to the ban in Russia, however an aggravating factor is the current exchange rate.

The EU Commission did not handle negotiations with Russia as well as it could have – here was an opportunity for just the ASF infected countries to face the ban, but it was decided not to split EU countries in the ban which has caused pressure on all markets.

The members were told in the US, despite PEDv causing a large decline in slaughterings, tonnage has remained the same as before the outbreak which is due to increased carcase weights.

One retailer has announced that they plan to open another 200 food stores and, as they are a 100% British retailer, this can only mean good news for the industry. Another has also made suggestions (verbal only) that they will be increasing their stocking of British dramatically by early 2015. The NPA continue to push the British message to all retailers.

The Board was updated on ASF. The risk to the UK continues to grow. The Commission continues to be concerned with the amount of “backyard producers” in Eastern Europe and are trying to eradicate this risk. Reports are showing that around 20% of commercial vehicles in the UK are from Poland which is of great concern.

### **2015/16 BUSINESS PLAN**

It was reported that income is forecasting a small increase based on productivity growth. A discussion was held on the timeliness of the census on which forecasting is created. One member asked if it would be costly to add this to eAML2? Could we pay Defra an additional sum to help get the data in a more timely manner?

The Technical section of the Business Plan was explained. The full team is now in place with the exception of maternity cover for Nina Wainwright (Georgina Crayford has taken up a full time post at the NPA).

The focus and strategy for the Technical Team for the coming year was explained in detail and the costs for 2015/16 to fulfil the projects and objectives were presented per paper BP153. The board was told the Minister has signed off an Integrated National Health Scheme which is a cross organisation fund.

The board was told the TV activity will now take place in May 2015. One member was concerned that store re-range happens in March, with the TV advertising happening in May retailers may not allocate shoulder on the shelves.

The marketing section of the business plan was outlined. Four vacancies remain in the team as the 1<sup>st</sup> set of interviews did not produce the right candidate.

The focus and strategy for the Marketing Team for the coming year was explained in detail and the costs for 2015/16 to fulfil the projects and objectives were presented.

It was suggested that the BPEX team communicates a positive PR message to levy payers regarding the re-organisation and marketing strategy. The board was told this would be done at the forthcoming BPEX Regional Roadshows.

The plan for Export was outlined

### **CCIR ROADMAP**

Member were told of the current milestones and project dates on the Roadmap. Delays have occurred due to issues outside of BPEX's control and influence however some progress has been made. There are also unknown timings for items such as discussion for touch screens to be changed. When this is known the timetable will be updated.

An independent vet had been appointed to create a report on what success for the transition from BPHS to CCIR would look like. The research concluded that, while meat inspection and CCIR theoretically record all pigs slaughtered, there is a lack of confidence in the data generated and the effectiveness of meat inspection practices in protecting public health. However, while there is a high level of confidence in data generated by BPHS, the data collected is too irregular and infrequent to be of value at farm level.

Improvement recommendations for CCIR were made. Training is being implemented by FSA but agreement still remains to be sought on what is to be recorded.

Trichinella – eAML2 has been updated and slaughter houses now informed of issues. A meeting is being held on 6<sup>th</sup> November, an update will be issued to the Board via email.

### **PEDv CONTINGENCY PLAN**

The current activity with regard to improving industry preparedness for PEDv was summarised. It was reported that the spend in the US following the disease outbreak was \$26 million. The contingency plan has been communicated to the industry.

### **STRATEGY FOR THE USE OF ANTIMICROBIALS**

Research undertaken by an intern regarding approaches from around Europe on antimicrobials was explained.

The recommendations from the recent joint industry/Government Antimicrobials Workshop were summarised with a view to gaining views from the Board for feedback to the Pig Health and Welfare subgroup. The next Antimicrobials workshop will be held in December and an update on progress will be presented to the Board at the January meeting.

### **PORKWATCH OPTIONS**

In the interests of timing, it was agreed that this be presented at the January Board meeting.

### **ANY OTHER BUSINESS**

A deductions and bonuses survey was carried out in September for APP providers. The results are showing a difference of around 2.1p/kg – the report will be published on the BPEX website following the Board meeting.