



Minutes of the Forty Sixth Board Meeting held on Tuesday 11<sup>th</sup> March 2015

#### MINUTES OF THE LAST MEETING

The minutes of the last meeting held on 21 January 2015 were approved.

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

The board was updated regarding the progress of the new EU labelling laws that will be in place as of 1 April 2015. It will be a mandatory requirement for the label to have the following information on the packs:

Reared in country X

Slaughtered in Country X

Or there is the option to use the term 'origin' however, if this is used, the animal from which the pork comes from has to have been born, reared and slaughtered in that country. If the animal is not born in the UK the label has to state 'Reared in/Slaughtered in'. The position on the use of flags and national descriptors such as 'British' has not yet been resolved.

#### Data from Defra

A report was presented on the options and costs to assist Defra in getting good consensus data from the industry. This is currently on-going and in the same position as previously

#### Porkwatch

A report was presented on the Porkwatch data issue. Some enhancements can be made, however there are fundamental limitations. It was recommended that overall estimates are made twice a year using different strands of data. A 'Sales by British Retailer' template has already been put together.

The Board agreed that this work should be carried out twice a year.

Agritech – The Board was updated on the Agritech bid. Since the last meeting the Monogastric bid has now joined up with the Ruminant bid. The key challenge is 'match funding' and it has been agreed that where capital investment has been made and a bid is successful there will be a £60 million investment in infrastructure. Members were told there will be a tiered model based around the member's model. BPEX will have a place on the Project Board to assist with future research priority decisions.

#### Market Situation Update

There was a presentation on the current market situation and a discussion took place around the UK and EU prices. Both GB and EU pig prices have fallen due to too much supply and not enough demand. It was explained that the supply is to remain strong in the year ahead so demand will need to respond for the prices to firm.

Following on from the presentation members were told of the work that has been done with the trade to deliver the Pulled Pork campaign. The first and second phase of the campaign has now been signed off by Defra and the activities are underway. However, Defra has stressed that a promotional activity cannot go on ahead of a general election and therefore this will now not commence until the day after the general election. The campaign has now been thoroughly talked through with the sub group. A discussion took place around problems that occurred around getting the campaign signed off by Defra. This was achieved and did not delay the

campaign and further.

A report was given on the draft version of the advertisement and members were told the final version will be shared once the various amendments had been made and will be put to the Board for approval. It was pointed out that 1 million copies of the Pulled Pork recipe booklet had already been ordered by retailers this week.

#### Proposed Research on Hepatitis E Virus

The Board decision regarding the proposed research on the Hepatitis E virus was revisited. The 4 'strands' of work were discussed in detail together with the potential timescales.

Members were told there was a recent meeting with RVC and a PHD Studentship has now been proposed in this area.

The Board agreed the momentum of this research needs to be continued.

#### Single Issue Scenario Planning – Hep E Virus

A paper was presented on what has been done to help manage the issue by co-ordinating messages and how they are deployed.

A discussion took place around who would head this piece of work and current resources within departments across AHDB. It was pointed out that whoever co-ordinates this work will need a level of scientific background. It was suggested that some of the necessary expertise should be identified and taken from staff in various sectors across AHDB.

The Board gave 100% support to go ahead with the planning and expressed its value.

#### 2015/16 Business Plan/Budget

The paper presented the final budget with only minor changes from earlier versions. The most significant change was the forecast outturn for this year. Income being higher and spend lower.

There was a discussion around exports and the budget in this area. The Board agreed the budget but would like to leave a more detailed discussion on the implementation of the export marketing plan to another meeting.

#### AHDB Re-branding

An update was given on the progress of the re-branding. Members were told the sign off is on track for April 2015 and the roll out time being June 2015.