



## **Minutes of the Forty-Fifth Board Meeting held on Wednesday 21 January 2015**

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

The minutes of the meeting held on 5 November 2014 were approved.

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

The Board was updated on progress regarding the complaint to the EU Commission and the proposal for a partial refund of the levy. This is still progressing. All other actions completed.

### **DIRECTORS REPORT**

Members were told the Christmas trade was positive although final confirmation of volumes was not yet available. The premium sausage market had been particularly strong. However, until the ban in Russia is resolved, the overall EU pig meat market would remain weak. The closure of the Russian market is under review in July 2015. In 2014, as a whole, the price premium between UK and EU average reference price was 28p/kg.

A marketing comms update was given which included the new website 'My Cooking Counts'. A discussion took part around 'Porkwatch' and a concern was raised that Porkwatch data only reports facings and, therefore, may misrepresent actual volumes of EU, British and Red Tractor pork being sold.

### **ACTION: This is to be investigated and to be an agenda item at the next meeting**

A summary of what pig production data is currently published was presented. The Board decided to publish the figures on a quarterly basis.

### **Proposed research on the Zoonotic threat of Hepatitis E**

A paper was presented and a lengthy discussion took place around the project, timings, biosecurity issues and costs.

The Board agreed to start by going ahead with work stream 1 of the project (Drip testing sampling) and also to undertake basic epidemiological study of farms sampled as part of the 2013 abattoir surveillance study. Once the outcome of this work stream is determined, a decision will then be made whether to continue work on the other work streams.

It was agreed that a plan of action to be brought to the next Board meeting in March including determining actual costs of the proposed product validation research and funding options.

### **Development of the Monogastric Centre of Excellence**

A paper was presented outlining the industry proposal to submit a bid for £20m from Agritech. The Board discussed the reasons around why this project should be undertaken and the proposed figures. It was agreed that, while it was potentially the right thing to continue to explore, taking into account the level of budget that is to be invested, Board members should be considered as strategic partnership members of the group going forward.



### **2015 Marketing Campaign Update**

An update was given on key developments within the rejuvenation strategic dial. The Board was told of progress with the project timeline and gave reassurance that the campaign was developing on time, with the exception that no retailer meetings took place in October/November 2014 as hoped. However, meetings with all of the major retailers were taking place in January/February 2015. Of the five retailers seen to date, over the past eight days, all said they were behind the Pulled Pork campaign and wanted to be involved. The lead supplier to each retailer was participating at the retailer meetings and tailored account plans were being worked-up between the retailers, processors and BPEX. In line with the timeline, the scripts for the advert had been finalised, and the PR plans were underway. The advertising schedule would be presented to the Marketing Sub Group the following week and would hopefully be finalised shortly after that. Visual examples of the look and feel of the Pulled Pork campaign were shared.

### **2015/2016 Business Plan**

As nothing was to be amended at this point, and agenda items and 6 and 7 still need to be approved for the Business Plan, it was agreed that this agenda item would be picked up at the next meeting.

### **AHDB rebranding – Anna Farrell**

The work to date on the new AHDB rebranding indicating that BPEX will become AHDB Pigs was presented. Members requested that the market research consult stakeholders beyond just levy payers.

It was agreed an update would be presented at the March Board meeting.