

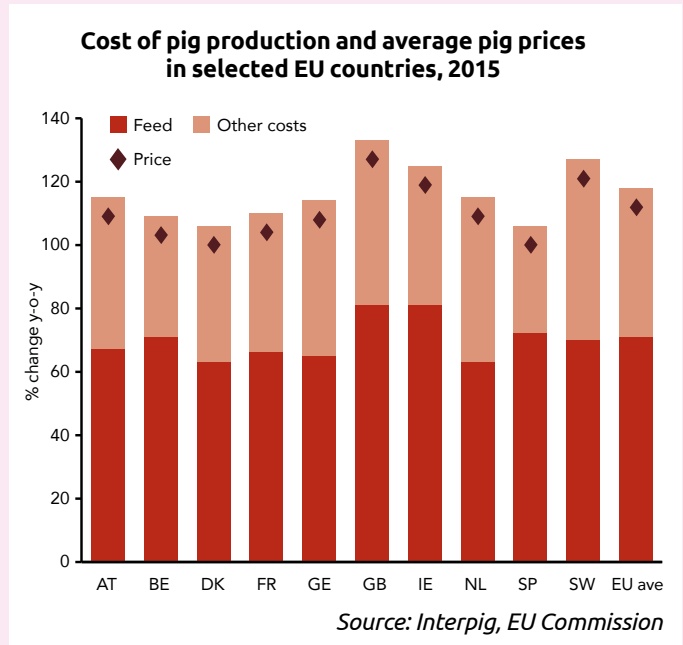
GB production costs still above competitors

Average pig production costs in Great Britain fell by 6% in 2015, to £1.33/kg, but even bigger falls in other EU countries meant that GB costs remained among the highest in Europe. This is among the key conclusions of the latest analysis of pig production costs from InterPIG, an international group of pig economists. Average EU costs dropped to £1.18/kg, with the weak euro during 2015 contributing to the fall in sterling terms. The lowest costs were again in Denmark and Spain, at £1.06/kg.

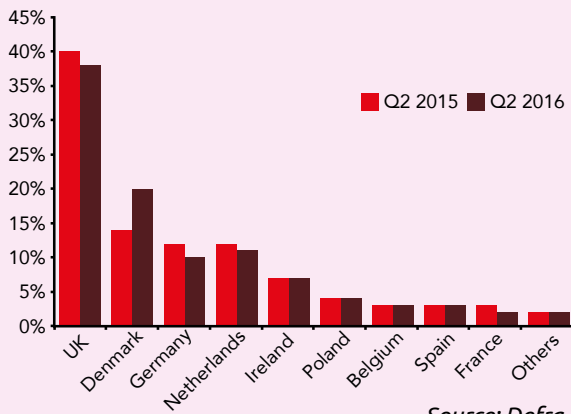
The decline in production costs was mainly due to cheaper feed. Despite this, falling pig prices meant that production costs remained above pig prices

across all the main EU producing countries. Indeed, the above average pig price in Great Britain meant that producer margins were better than in most other EU countries.

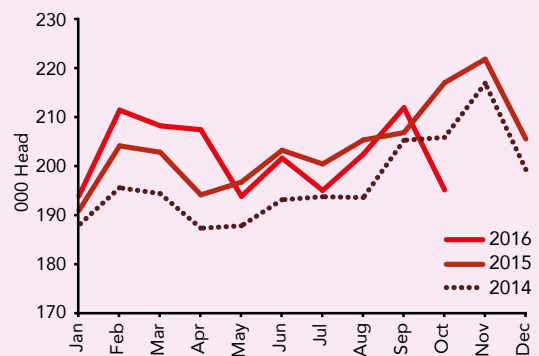
The InterPIG analysis also shows that productivity improved across the EU at a similar rate to that in Great Britain. The GB average of 24.4 pigs weaned per sow per year remained well below the EU average of 26.8, never mind Denmark's 31.3. Even the UK's indoor sows only managed a below average 26.0 pigs weaned per year. As in previous years, the main reason for the relatively low UK figure was smaller litter sizes. >



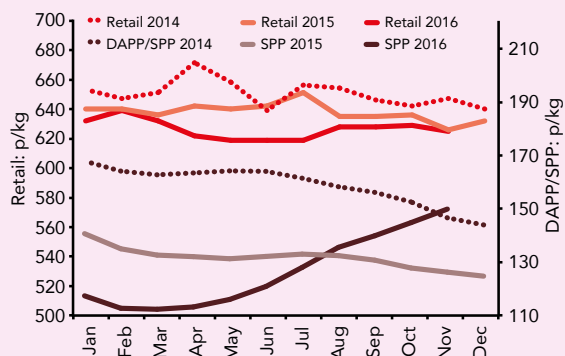
Sources of pig meat consumed in the UK



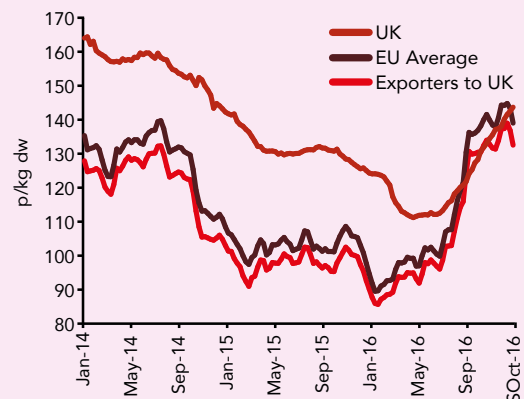
UK weekly clean pig slaughtering



GB average retail pork saleable carcase price and DAPP



Comparison of UK and EU pig reference prices



Cutting down on marking up

"Marking up" of weaners at about 45 days post weaning was one of the key issues identified by attendees at the June Focus Farm meeting. The Focus Farm owner, David Goodier, and the AHDB team have been working hard alongside industry experts to establish what the likely cause of this "marking up" could be.

It's felt the likely culprits are water or air! The water quality is less than optimal, and acid is being used in some of the water lines. The outbreak of "marking up" appears to coincide with the withdrawal of acid. Initial water samples indicated this, and further samples have been taken to confirm. Water meters have been installed, allowing spikes in usage by batch to be tracked and to see if there are correlations with behaviour.

The ventilation system has been linked to the same online monitoring system as the water meters, reporting temperature and ventilation rates. The AHDB Pork buildings and environment team have conducted a comprehensive buildings review. Smoke testing to monitor air currents and thermal imaging to look for cold/hot spots and issues of cold bridging through insulation.

Results from this visit and subsequent outcomes will be shared at the next Focus Farm open meeting, including details of a full ventilation service and how this has impacted the building's performance and pig behaviour. Producers are encouraged to contact AHDB to register their interest in attending the next meeting in February. >



We are running three meetings in the New Year, in conjunction with ForFarmers, addressing water medication. The meetings will include practical management ideas on how to reduce antibiotic usage on farm, with a producer from the Netherlands talking about what has and hasn't worked for them.

23 January: Sandburn Hall

24 January: Diss Rugby Club

25 January: Exeter Racecourse

We are also working with APHA to run two meetings in the New Year. These events will address hot topics in pig disease and will include an interactive session for producers to discuss some 'what if' scenarios. The meetings will be relevant for both indoor and outdoor producers and will feature this year's David Black Award winner, Susanna Williamson.

31 January: The Bridge, Wetherby

1 February: Diss Rugby Club

More details about these events, including registration, can be found online at: pork.ahdb.org.uk/events/

Extreme weather: be prepared

Consider a plan of action in case of extreme and/or prolonged weather conditions this winter. Think about how to make sure all pigs are fed and watered if the lines freeze, or if accessibility is reduced. If pipes are not in use, drain them down and close them off to help prevent them from freezing, bursting and overflowing. Make sure all exposed pipework (and fittings) are insulated, this will reduce the likelihood of them freezing.

Also consider how to manage road access for feed deliveries if there is frost, ice or snow. Think about who can actually get to the pig unit in extreme weather conditions and consider how to get around and check all pigs each day.

We still have a couple more months where we are prone to extreme weather conditions, so if you've noticed any draughty areas or spotted any cracks or holes in buildings or huts, get them fixed as soon as possible. This will not only

improve the environment for pigs and maintain productivity, but also help save on the energy bill.

Last but by no means least, remember your staff! Happy staff are more efficient, so ensure that facilities are well-maintained and clean. During the winter, staff need somewhere warm and dry to have their breaks and somewhere to dry wet clothing. To save energy but still ensure the staffroom is warm for break time, try putting lights and heaters on timers. >

What a year!

THE CAMPAIGN BROUGHT **NEW CONSUMERS** TO THE CATEGORY:

30% ADDITIONAL SPEND FROM THOSE WHO PREVIOUSLY HAD NOT BOUGHT A PORK, BEEF OR LAMB ROASTING JOINT

OVERALL

£13m

MORE FRESH PORK SOLD AS A DIRECT RESULT OF THE MARKETING CAMPAIGN¹

ATTRACTING THE TARGET AUDIENCE:

2/3s WERE UNDER 55YRS AND 56% WERE PEOPLE WHO ONLY BOUGHT PORK ONCE OR TWICE A YEAR²

RETAILERS STOCKED **92%** OF THEIR FRESH PORK SHOULDER AND PULLED PORK PRODUCTS FROM **BRITAIN** DURING THE CAMPAIGN³

59% OF THE SALES VALUE INCREASE WAS FROM SHOPPERS BUYING PORK SHOULDER WITHOUT CUTTING SPEND ON OTHER MEATS³

£7.55 RETAIL SALES RETURN ON TOTAL FRESH PORK FOR EVERY **£1** SPENT BY AHDB ON THE CAMPAIGN⁴

Campaign period: 10th Feb - 8th March, 6th April - 8th May 2016

¹ Additional sales of fresh pork and value added pork products generated directly by the marketing campaign, excluding retailer price promotions. Kantar Consumer Mix Model, July 2016.

² AHDB Pork/CSA retail store audit April 2016 covers store audit of leading grocery retailers supplemented with online checks of retailers websites during the campaign period. Based on sample of 45 stores.

³ Kantar World Panel sales data, 8 wks 24 April 2016.

⁴ ESA Store Audit, 2016.

www.lovepork.co.uk

We kicked off 2016 with the second phase of the Pulled Pork campaign. Running 10 February to 8 March, and 6 April to 8 May 2016 which again inspired consumers to try pulled pork at home.

The campaign, which included TV advertising supported by press, social media, in-store and PR activity, stimulated demand for the under-utilised pork shoulder joint, and had a wider impact on the whole fresh pork category. Figures revealed an additional £13m of fresh pork sales and valuable new consumers to the roasting category.

Retailers engaged with a mixture of in-store and online marketing activities, including campaign stickers appearing on over 1.5 million packs of pork shoulder. The majority increased their range of pork shoulder joints, steaks and pulled pork products during the campaign period.

November saw our focus switch to arguably the nation's favourite food as we celebrated the banger with the 19th annual British Sausage Week. The celebrations began in summer when we invited the nation's butchers to enter the now legendary 'Britain's Best Banger' competition. In August, a national search began to find a member of the public who could join the prestigious judging panel. From 70 applications we found our sausage aficionado. Joining the judging panel as Senior Sausage Selector, Yorkshireman James Wilson took his seat

at Harper Adams University to taste his way through his share of over 600 sausages, to select Britain's Best Banger.

Are you Britain's No.1 sausage lover?

If you know your Cumberlands from your Chipolatas then British Sausage Week needs YOU. We're looking for a sausage enthusiast to join our judging panel to find the tastiest sausages in the land.

You, our Senior Sausage Selector, will take part in the official tasting and selection from hundreds of sausages (pinch yourself) to help us find the best bangers in the UK.

If you're passionate about sausages, have a good sense of humour and have talented taste-buds to boot, tell us in 100 words or less why you are perfect for the job. Send your competition applications to bswe.ahdb.org.uk by Sunday 4th September.

The successful candidate will receive an honorarium for expenses incurred whilst offering their services and must be available on Wednesday 14th or Thursday 15th September to travel to Shropshire.

For full competition terms and conditions please visit www.lovepork.co.uk

British Sausage Week advert

Not forgetting the launch of 'Sausage FM', the world's first radio station dedicated to sausages. Available via Lovepork.co.uk, the station was hosted by British Sausage Week ambassador Jonathan Benjamin 'JB' Gill, best known for success with JLS, now farmer and presenter of CBeebies' Down on the Farm. Sausage FM entertained sausage lovers, cafés, butchers and farmers across the nation, with the biggest bangers and hosting all the latest sausage chat from around the country.

SAUSAGE FM

Less Talk. More Pork

2017 promises to be another exciting year for AHDB Pork. We'll keep you updated and informed of our plans and activity through Pink Pages, so make sure you don't miss a copy! >