

## Pork popularity rising in foodservice

The out-of-home food sector saw good growth in the year to March 2017. According to NPD CREST, the industry value is more than £54 billion, increasing by 2.9% year on year. Eating out is one way consumers are saving time, with research pointing to consumers spending more time working and commuting. For many, time is becoming a scarce resource that they are looking to reclaim.

In the year to March 2017, 6.6 billion out-of-home protein servings were made in the UK, an increase of 255 million servings compared to the previous year. Forty per cent of out-of-home eating occasions included a protein. Over the last two quarters, pork and beef are being chosen more

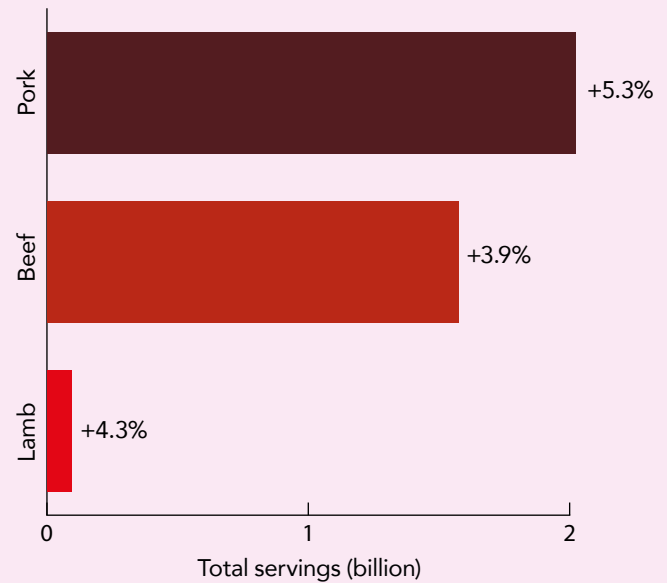
often by those eating out, pork is now in 16.2% of meal occasions and beef 14.2%.

Proteins associated with breakfast have been an important part of the total pork growth over the last year. Bacon servings increased by 11% to 904 million and sausages by 6% to 437 million.

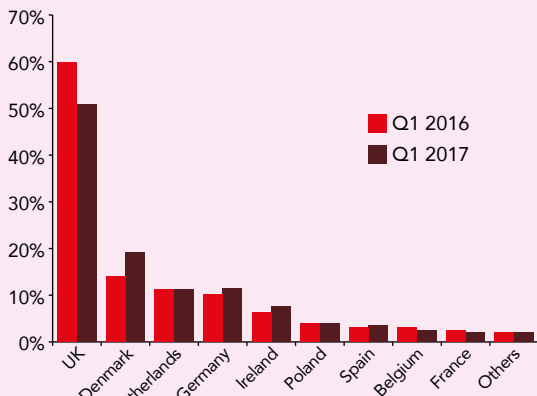
Foodservice outlets are responding to changes in the way UK consumers want to eat. It is important that those involved in the supply chain also understand consumer trends; foodservice is a growing market and one that they should be involved with. However, foodservice performance has previously been linked to the economy, so any downturn may affect the sector. ➤

### Out-of-home protein servings

52 w/e March 2017

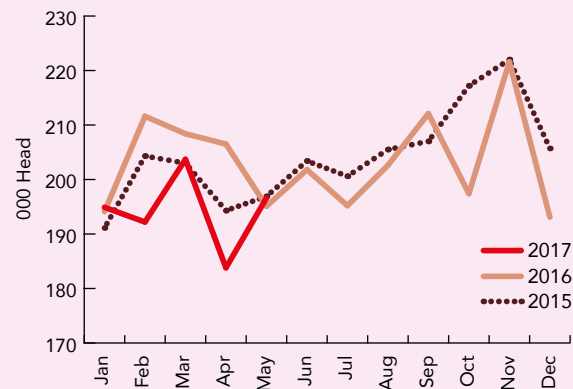


### Sources of pig meat consumed in the UK



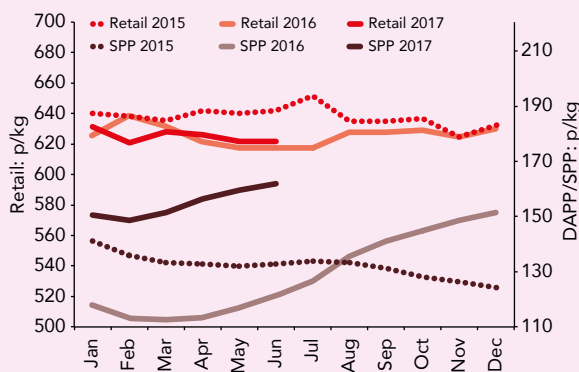
Defra, HMRC, IHS Maritime & Trade- Global Trade Atlas®

### UK weekly clean pig slaughtering



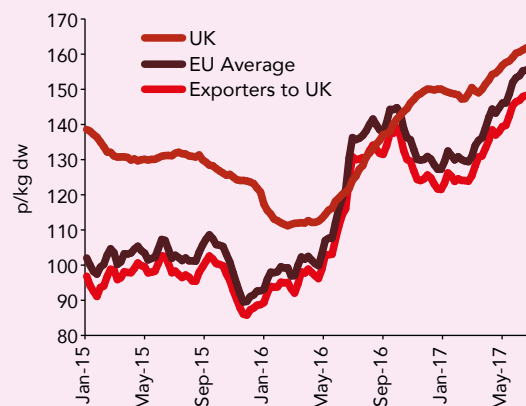
Source: Defra

### GB average retail pork saleable carcase price and DAPP



Source: AHDB Market Intelligence

### Comparison of UK and EU pig reference prices



Source: AHDB Market Intelligence, EU Commission

# 'Mouse board' invention boosts hygiene

A 'mouse board' is making a big difference to hygiene and biosecurity on a North Yorkshire pig unit. It was designed by producer Matt Donald, who won the UK Innovative Producer award at the Pigs 2022 conference for this simple and effective innovation.

A plastic board is placed on the retaining wall underneath the slatted floor. It slopes gently towards the void above the slurry and then bends sharply down towards the slurry, providing two biosecurity benefits.

Firstly, the top of the wall is far easier to wash through the slats than would normally be the case. The walls on this unit are precast concrete, between 200 and 300mm thick, which would otherwise harbour muck from previous batches that would be difficult to wash thoroughly.

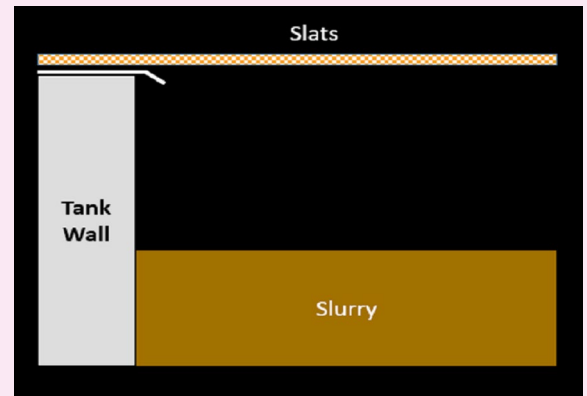
Secondly, if a crust forms on top of the slurry, the bend in the board prevents any mice climbing up the wall and into the building where they could potentially contaminate feed and infect animals with bacteria. Matt feels that the improved hygiene will help improve pig health and feed conversion ratio.

It was one of three examples of best practice Matt submitted to the EU PiG Grand Prix and this UK Innovative Producer award recognises the best of the UK entries which are all now being judged against others from across the EU (results are due in September).

The mouse board is one of many practical examples of the whole farm's ethos to improve hygiene, pig health and longevity of buildings. It costs £8.79 per metre installed. >



Matt Donald (above centre) and a diagram of his mouse board invention



# Preparing land for pigs post-harvest

Before moving pigs onto new land there are a few things to consider which should help improve soil structure (if relevant) and the condition of the field at the end of the season.

Assess the field and identify any extreme differences and potential risk areas, for example, around the headland. Dig a few holes (from two faces only so you can examine the other faces) and examine soil structure; horizontal roots, for example, indicate compaction.

Take some photos before moving onto the new land, which you can keep as evidence of soil quality pre-stocking. This could form part of a land management plan where you can individually assess fields pre- and post-stocking (see AHDB Pork Land Management Plan).

If there is evidence of compaction, now is the time to start thinking about subsoiling, however, if compaction is less than 15cm deep, soil aeration is an alternative option. Before commencing soil works, check soil moisture content, if it's too high, eg if when you roll it between your hands it forms a 'worm', subsoiling is not appropriate as the soil will compress together as opposed to fracture.

Decide on depth to cultivate to and set the machine for the main body of the field, you can then address specific areas with deeper compaction, setting the working depth to just below the compacted layer.

Headland compaction needs to be managed differently as it can be deeper than the rest of the field, make a second pass, working deeper and at an angle to the first pass to remediate compaction.

When subsoiling, try to minimise disturbance and keep grass weeds buried; and aim to leave a structured soil that can take some weight, rather than becoming compacted again as soon as any force is put upon it.

When you've done all this, or any other land or environmental improvement work, record activity so you have it logged for future reference.

AHDB Pork has a range of resources to help you with soil and land management, including videos and templates. Find them in the buildings and environment area of the website: [pork.ahdb.org.uk/environment-buildings/water-soil-and-air/](http://pork.ahdb.org.uk/environment-buildings/water-soil-and-air/) >

# Hot Weather: We love it, but do your pigs?

We've just experienced an extended period of hot weather and it's important to be aware that sows and boars will have been affected.

For lactating sows, the increased temperature will have reduced appetite and daily feed intake, leading to an increased loss of body condition and, potentially, reduced piglet weaning weight.

A reduced feed intake from the second week of lactation through to insemination can also affect the quality of developing oocytes, resulting in increased embryo mortality and reduced conception and average herd farrowing rates.

For boars, the temperature of their testicles is regulated, but the system that does this can only compensate by so much. If the temperature rises too much it will result in reduced sperm production and increased abnormalities. A heat challenge can affect sperm quality for up to three months after the period of hot weather – make a note on your calendar now!

For most, the main service method is AI and most purchased AI comes from centres which are audited by an independent assessor to ensure they are operating in accordance with protocols outlined in the AHDB Pork AI Standard. This places great emphasis on temperature control throughout the whole process which ensures centres are supplying a quality product.

Look out for an 'AI Storage and Handling' magnet that we'll be producing to highlight good practices and to maintain AI quality once it reaches the farm. >



# New Midweek Meal campaign ready



AHDB Pork has been busy working on the new Midweek Meal campaign ready for autumn. New TV and online ads and some wonderful new recipes are set to inspire consumers to put pork back on their midweek menus.

The campaign champions pork medallions as they are easy to cook, versatile, delicious and healthy. This under-appreciated cut carries stacks of flavour and cooks in minutes, which is why we

## Skinny Pork Schnitzel

**Serves 4 – Total time: 25 minutes**

- 4 pork loin medallions or loin steaks (fat trimmed off)
- 2 whole eggs
- 100g plain flour, seasoned with salt and pepper
- Small handful of fresh rosemary, leaves pulled off stalk and chopped fine (or 1tbsp dried)
- Zest of 1 lemon
- 100g breadcrumbs (go for Panko crumbs if you like it crunchy)
- Vegetable oil for cooking

Place the medallions on a board and cover with cling film. Using the base of a small saucepan, bash them all over until they're approx. 5mm thin.

Crack the eggs into a bowl and beat together. In a separate bowl, mix the flour with the rosemary and lemon zest. Put the breadcrumbs into a third bowl.

Take each medallion in turn and dip in the seasoned flour, dip in the egg, then the breadcrumbs. Set aside and repeat for all four medallions.

Put a large frying pan onto a medium heat with a large splash of oil.

When it's hot, add the breaded pork and fry for 2 minutes on each side (when the crumb is a lovely golden brown, you'll know it's cooked).

Serve with your choice of accompaniments according to the season.

want to use Pink Pages to share one of the inspiring new recipes that's guaranteed to shake up any evening meal mundaneness.

### Top Tips for cooking pork loin medallions

Medallions are a fantastically versatile cut but, like any lean cut of meat, it's guaranteed to be tastier when cooked correctly. Follow these rules for perfect pork every time:

- Tenderise by flattening with a rolling pin or the bottom of a pan before cooking.
- A 10-minute marinade, while you're preparing the accompaniments, will make the meat really tender and will heighten the flavour of the dish.
- Allow a couple of minutes to rest your medallions after cooking and before eating. The pork is still cooking while it's resting so simply factor this into your cooking time.

### Why marinade and guide to marinating

Marinades both flavour and soften the texture of meat. They are usually either acidic, salt, dairy-based like yoghurt, or a mixture of herbs and spices (a dry marinade is often called a 'rub').

Here's the science bit... The acid content in marinades breaks down proteins in the outer layer of connective tissue, making the surface texture of the meat softer. As the protein bonds break down, water is released and these shrunken bundles of connective tissue are easier to chew, giving the impression of tenderness.

### Why bash to tenderise the meat?

Aside from being a great way of relieving stress, bashing the medallion before cooking will tenderise as well as making it thinner and flatter. This will reduce the cooking time and mean the medallion will cook evenly all over. And you'll feel so much more relaxed afterwards.

## Opportunities and Challenges for British Pork Exports



The strong performance of British pork was highlighted at the 13th Meat Export Conference that took place at the Warwick Hilton. Minister for Food and Farming, George Eustice, addressed 120 delegates with a focus on Brexit and responded to audience questions. Among the speakers, Celio Cella, a Shanghai-based importer of British pork presented on the Chinese market for premium, branded meats and Professor Alan Matthews of Trinity College Dublin, a renowned expert on food trade, reviewed the Brexit situation.

British pork and processed pork exports are in great shape, having exceeded £400 million in 2016. Export of pork and pig offal to third countries reached 48% in terms of value and volume with results for January to April confirming the progress. Prospects are also good for high-welfare, sustainable and great tasting British pork as these markets are looking for differentiated pork products.

However, this means that 52% of pork exports still go to the European Union. Brexit presents some certainties, namely that by March 2019 the UK will become de facto a third country. This simple fact has major implications for the UK pig sector. Pork will need to be produced to European standards and controls and plant approvals will need to come from veterinarians from the EU. Shipment certificates, export health certificates and certificates of origin will need to accompany each consignment, however small. Border controls will look at documentation and there will be 20% physical control. This provides a real challenge to UK government in terms of preparedness for this new world.

The export trade will also be influenced by changes in import conditions and tariffs with third countries. A good example is provided by the new Japan-EU free trade agreement which will considerably reduce Japanese tariffs for EU pork. We are facing the issue of replicating this agreement for pork as we leave the EU, not a simple affair! ➤