

UK production in second half lower than previously expected?

Pig meat production continued to trend below year earlier levels during Q2, although the year-on-year decline was slightly greater than anticipated. This was because clean pig slaughtering fell 0.9% behind AHDB's April forecast, possibly due to the sow herd being below previous estimations. As such, the previously anticipated recovery in production in the latter half of the year could be more stable, relative to 2016, than the April forecast suggested. Meanwhile, pig meat imports showed a surprisingly large (16%) increase on year earlier levels during January-May. It may be that fresh/frozen pork import figures are somewhat

overstated, given industry reports and export figures from trading partners. Imports are still expected to moderate in the latter half of the year, as the tight supply situation eases.

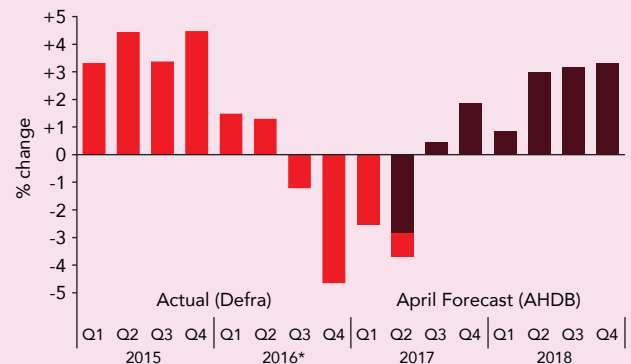
On the export side, shipments fell year-on-year largely in line with expectations, following from the assumed contraction in available exportable supplies. Shipments had been anticipated to pick up in the latter half of the year, although this could be limited by a slowdown in Chinese import demand.

Overall, supplies look set to move closer in line with demand, which will likely limit

any further upward momentum to the pig price. AHDB will reflect on Q3 developments when the next full outlook is

produced in October. To read the full outlook review, please visit pork.ahdb.org.uk/prices-stats/production/

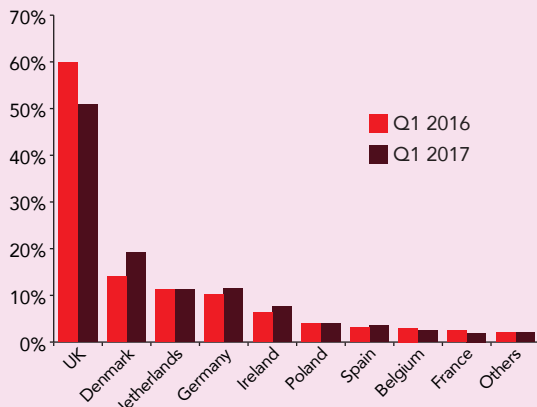
Actual and forecast year-on-year change in clean pig slaughtering



*Calculated pro rata to 52 week year

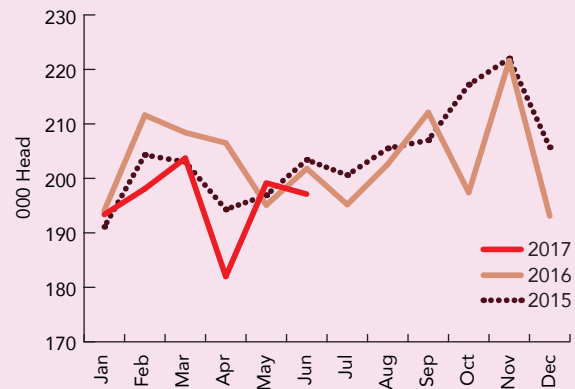
Source: Defra (Actual), AHDB Market Intelligence (Forecasts)

Sources of pig meat consumed in the UK



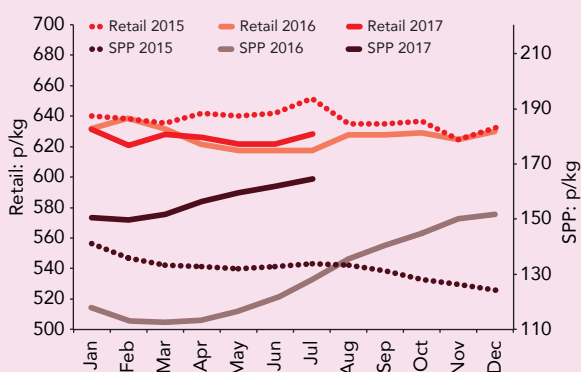
Source: Defra, HMRC, IHS Maritime & Trade- Global Trade Atlas®

UK weekly clean pig slaughtering



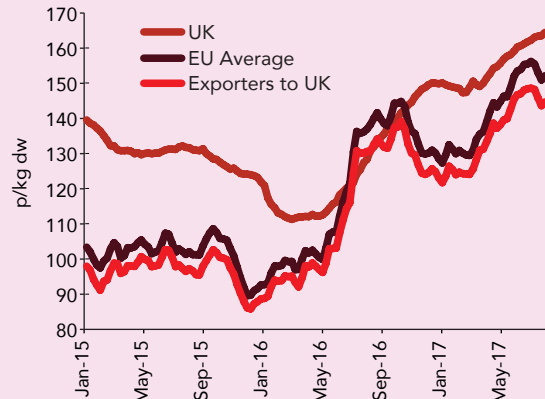
Source: Defra

GB average retail pork saleable carcase price and SPP



Source: AHDB Market Intelligence

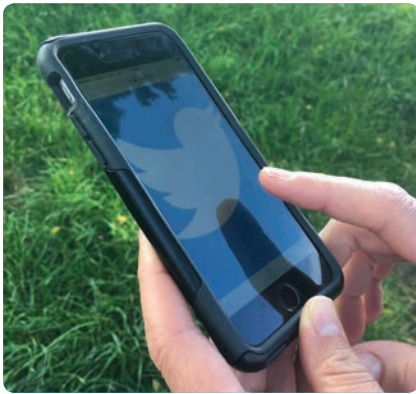
Comparison of UK and EU pig reference prices



Source: AHDB Market Intelligence, EU Commission



AHDB Pork @AHDB_Pork · 2h
Social Media, friend AND foe
#Getyourselfapolicy be safe
#pigfarming #pigworld #pinkpages



🗨️ 8 ❤️ 6

The beauty of social media is its ability to allow two-way contact with followers. It enables us to develop better relationships and gives us the opportunity to share and respond in real-time.

With the increasing reach of social media in business and personal lives, it's really important for companies to take steps to protect their reputations, so before you start posting on social media, you should first lay the groundwork.

Organisations of all sizes, should consider implementing a social media policy. A full guidance document has been prepared by AHDB to help.

The document provides guidance on how to create a policy that formalises how social media activity should be managed; Who can post to official company profiles; How branding is used; the tone of voice and ways you talk about your business; Who is responsible for content and whether there should be an approval process for social media posts?

Use of social media in the workplace

Your policy might want to provide a guide to employees on their use of personal social media accounts from their own devices. Limiting use to break times is something to think about, but it should also specify what kind of work related content is acceptable from employees (if any). Confidential and proprietary information, posting or sharing business-related information such as customer lists, financial data or details of how you operate should be a 'no-no', along with comments about any other person or organization associated with the business.

The guidance document should help you create a robust social media policy that will protect the confidentiality and reputation of both your business and that of the wider industry.

<https://pork.ahdb.org.uk/skills-training/human-resources-toolkit/> >

Water testing added to Red Tractor standards



Sample bottles showing difference in water quality between the sampling points

The new Red Tractor (RT) Standards come into effect from 1 October this year. One of the additions to the Standards is the requirement for producers to test any non-mains water annually, as close to source as possible, for harmful substances. This must be evidenced with a non-mains water test certificate for coliforms and total viable counts (TVCs).

Coliform bacteria: the presence of these bacteria indicate that your water may be contaminated with faeces/sewage; the higher their number the greater the likelihood that disease-causing bacteria may be present

TVCs: a test which estimates total numbers of viable individual microorganisms present in a sample, such as bacteria, yeasts and moulds; these may or may not be harmful

So in the first instance, if you use any non-mains water, get it tested. Your regional KE manager or vet will be able to point you in the right direction on how to go about this. Once you get your results, check they fall within the RT parameters; if they don't,

speak to your vet and they can help you look for any potential problem areas.

Drinking water standards for pigs

Coliform levels: <100 cfu*/100ml
TVC levels: <1000 cfu*/ml

*cfu: colony forming units

From the water sampling AHDB Pork has recently carried out as part of a large piece of work, it has become apparent that some boreholes may be contaminated at certain times of the year and that water systems are not always well-planned, with no formal plans available. We have also found evidence that some contamination is taking place within the farm water system, after clean water has been delivered to the farm.

Beyond meeting the RT Standards, water, both in terms of quality and quantity, is a hugely important area for health, welfare and productivity and is, therefore, going to be the focus of a lot of our activity over the next couple of years. Look out for meetings, workshops and resources and start thinking about your water systems; are they fit for purpose? >



The future keeps getting brighter

The recent announcement from Food Minister George Eustice, that Certification and Accreditation Administration of the People's Republic of China has approved additional plants for pig meat export to China has been welcomed by the AHDB export team, who have worked tirelessly to this end and who will continue to support the pig sector to develop opportunities. The coming months will see the AHDB export team pack their bags for a busy autumn season, both in China and a number of other important markets. AHDB representatives will accompany Defra's chief vet to Beijing to offer in depth technical support during his visit with officials in the capital.

The AHDB team will provide a valuable platform at the most important meat trade shows.

Firstly, the China International Meat Exhibition in Qingdao, hosted by the China Meat Association, will showcase British exporters keen to enhance business with the leading players in the Chinese pork supply chain.

FHC China in Shanghai in November is the second largest show of the year for the team in China, attracting ~75,000 dedicated trade visitors from the food and hospitality sector and providing the

perfect way to profile British pork in this important sector of the Chinese market. The team will be supporting our exporters as they present British pig meat to a high quality audience.

The top-end retail market in Hong Kong is an important outlet for high-value British pork, including quality sausages, shipments of which have increased by more than a third in the first half of the year. The AHDB Export team will be hosting a number of pork exporters on the British Meat stand at the Restaurant Show in the territory which will be the first of the autumn round of shows.

The largest food show of the year takes place in Cologne during October; all roads in the international meat business lead to the meat halls at this global event. AHDB Export's largest stand of the year will provide leading pork exporters with a dedicated space to meet new and prospective clients from around the world. Alongside pork will be exporters from the beef and lamb sectors who will be focused on developing their own international markets across the meat sector. Last but not least our dairy colleagues will be delighting the delegates with quality British cheeses on the Great British Pavilion in the fine food hall at the show. >



It's good to share: watch this space

Pig producers and the allied industry are enjoying the chance to have a good look at our Focus Farm in Lancashire, a pilot project, and share ideas about how to improve its performance.

Many minds are often better than one and farmer-to-farmer discussions around a real-farm situation are about to become an even bigger part of AHDB Pork's work.

Along with colleagues across AHDB's five other farming sectors, the Pork Knowledge Exchange Team will be introducing additional Strategic Farm projects in the coming months that enable lots of practical, on-farm knowledge and information to be shared between producers.

AHDB Strategic Farms use farmer-to-farmer learning to accelerate the uptake of knowledge and provide a platform for farmers to explore the potential for best practice to have an impact on their business. The 30 Strategic Farms are part of AHDB's wider Farm Excellence Platform, which inspires industry to improve performance and succeed through knowledge exchange.

Since the Focus Farm project started in June 2016, open meetings have included a tour of the unit, discussions about key performance indicators, ventilation, breeding, the distribution of water and reducing pre-weaning mortality. To find out more, visit: pork.ahdb.org.uk/research-innovation/focus-farm/ >



CO2 monitoring system in new finisher building on David Goodier's Focus Farm

LOVEPORK

In readiness for the 'Midweek Meals' marketing campaign which starts later this month the Lovepork website has received a delicious new refresh. Visit www.lovepork.co.uk and tell all your friends!

