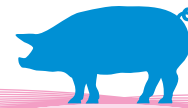


The PINK PAGES



Slaughteringings higher than anticipated in Q4

Clean pig throughputs up 2% on year earlier levels during Q4 2017, totalling 2.7 million head. This increase was up on the October forecast, with an extra 27,000 head killed.

Additional slaughteringings suggest productivity and/or sow numbers are higher than expected. As such, there was a modestly larger herd with better performance during the quarter, so it's possible that the forecast for 2018 may continue to be a little understated. However, a downside risk to the slaughteringings forecast in Q2 comes from reports that seasonal infertility was a problem last year. So there's a risk that Q2 slaughteringings might fall below forecast.

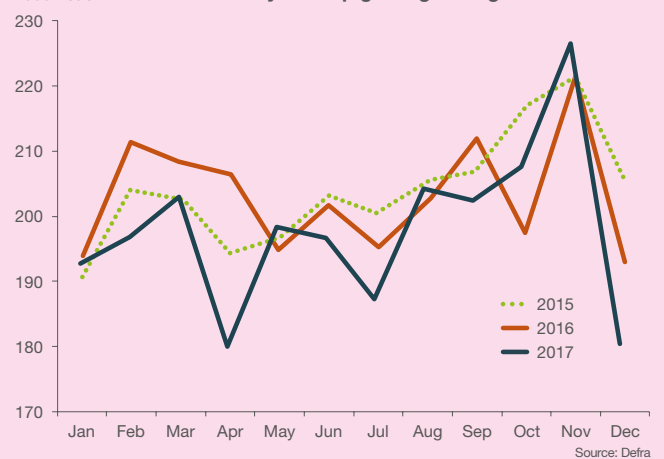


Despite slaughteringings being higher than expected in Q4, pig meat production was in line with expectations at 238,800 tonnes. This is because carcass weights were slightly lower during the quarter, averaging 83.9kg. However, with finishing weights trending higher, reflecting genetic improvement and an increased drive to finish at heavier weights, it's unlikely lower carcass weights will continue to counteract higher throughputs.

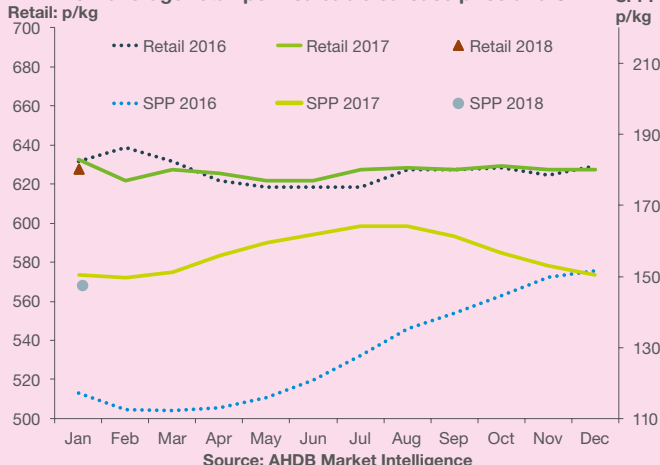
Sources of pig meat consumed in the UK



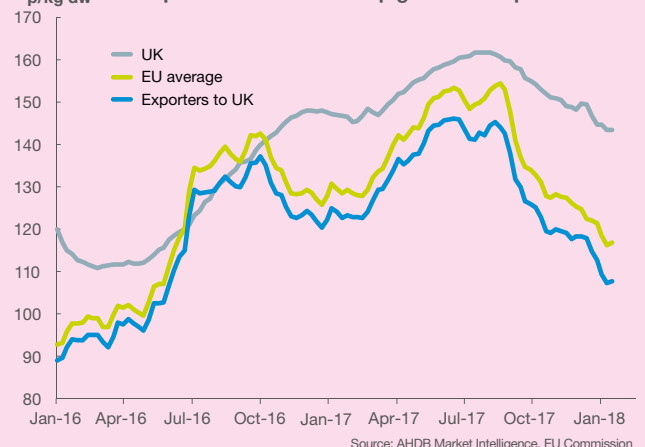
UK weekly clean pig slaughterings



GB average retail pork saleable carcass price and SPP



Comparison of UK and EU pig reference prices



EU PiG Grand Prix



Here is a look at one of the winning entrants in the EU Pig Innovation Group (EU PiG) 2017 Grand Prix. Eugene Sheehan, from Ireland, was the first to use a new biosecurity scoring tool, Biocheck.UGent, on his 300-sow farrow-to-finish unit. The aim was for improved biosecurity to translate into better pig health, performance and lower costs.

Biocheck.UGent scores different aspects of biosecurity and allows farmers to identify areas of weakness to address.

The farm is positive for PRRS, APP, Mycoplasma and influenza and previously had some other problems with diarrhoea, respiratory disease and meningitis. Following discussions with the veterinarian, nutritionist and advisor, changes were agreed, including:

- **Reduced stocking density in particular areas**
- **Changes in the flow of animals**
- **Stopping the mixing of piglets**
- **Introduction of foot baths and other hygiene measures**

Improvements include:

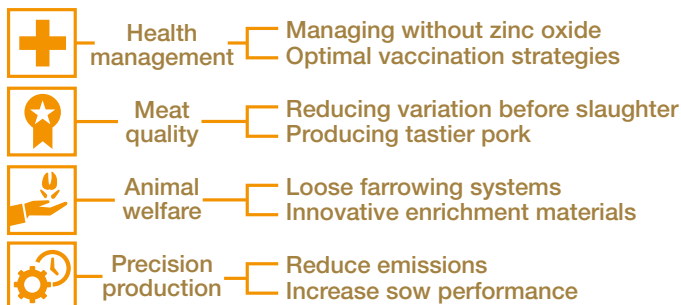
- **Control of most of the respiratory and digestive problems and meningitis**
- **A reduction in the use of antibiotics of 90 per cent**
- **Removal of zinc at therapeutic levels**
- **A reduction in days to slaughter of two weeks, with no change to final carcase weight**

The Teagasc Pig Development Department has adopted the tool from the University of Ghent as part of its Advisory Services package.

Look out for updates on the 2018 Grand Prix entries to learn what our most innovative peers are doing across Europe: www.eupig.eu/grand-prix

4 Themes

8 Challenges



Dates for the diary

6 March

Gloucester Pig Club
Stockman Plus (Exeter): Breeding Herd - Service and dry sow

7 March

Suffolk Pig Club: Gareth Virgo - 'Virtual farm tour'.

8 March

Darlington Pig Discussion Group
The Fens Pig Club: David Goodier - AHDB Strategic Farm update

13 March

East Midlands Pig Club: Updates from Andrew Palmer, KE Manager East
Stockman Development Scheme (Lincs.): Finisher Management
Stockman Development Scheme (York): Farrowing Management

14 March

Stockman Development Scheme (Suffolk): Weaner Management

15 March

South Yorkshire Pig Club
Norfolk Pig Club: David Goodier - AHDB Strategic Farm update

19 March

Stockman Plus (Exeter): Farrowing Management

20 March

Stockman Plus Scheme (Lincs.): Weaner Management

21 March

Essex Pig Club
Stockman Plus Scheme (Suffolk): Weaner Management

23 March

Technical and Leadership one-day workshop (Lincs.):
Managing Appraisals

28 March

Stockman Development Scheme (Berkshire): AI and Breeding
ILM Leadership and Team Skills Award (Suffolk): Workplace Communication

10 April

Stockman Development Scheme (York): Weaner Management

Balconies give pigs more space and variety

Adding a balcony to an existing pen increases the space without increasing the pen's footprint at around a third of the cost of new space, was the key learning from an AHDB fact-finding mission to Germany and the Netherlands last month.

Environment and Buildings KT Manager Emma Slater said: "As well as increasing the pen area per pig, the two-level system provides a more interactive and varied environment for the pigs. Also, where the design is used to house gilts pre-farrowing, trials have found the gilts are generally fitter, with better leg strength."

Read the full story in the Pig World Building Supplement or read Emma's Blog <http://pork.ahdb.org.uk/blog> and see her photo story <http://pork.ahdb.org.uk/news/photo-stories>



Another good year for British pork exports

Following the trend of a year earlier, total British pork exports increased by nearly 5 per cent in 2017 to 216,000 tonnes. Despite trading conditions on the Chinese market being more challenging than in the record year of 2016, British exporters still managed to marginally increase shipments, with China accounting for 19 per cent of the year's total pork exports.

The AHDB Export team will be back in Shanghai, China at SIAL, the most important meat show of the year for this key market, with a number of leading pork exporters playing host to both new and existing clients on the British Meat Pavilion. Building and maintaining personal relationships is known to be key to business success on the Chinese meat market.

Other Asian markets performing strongly in 2017 included the Philippines, shipments to this important market were 40 per cent up on last year, exports to South Korea were 21 per cent up and sales to Singapore were 14 per cent higher in the year. AHDB Exports will also be attending FHA in Singapore, South East Asia's largest show of the year, where AHDB will be showcasing British pork alongside beef, lamb and cheese at this important regional show. Exports to Japan are also showing promise, with volumes increasing by an impressive 18 per cent in 2017.

Closer to home, a number of European markets have also performed well. Germany remained the leading destination for pork within the EU. Shipments increased marginally to 32,700 tonnes, this was only surpassed by exports to China.

Exports to Denmark and Belgium, assisted by our reputation for high-welfare pork, were both up by a third on the year. Italian demand was also strong with exports increasing fourfold, albeit from a smaller starting point, to 2,000 tonnes on the year.

Pig meat offal exports in 2017 showed good growth on the year, increasing by nearly six per cent to 81,500 tonnes, with China unsurprisingly the largest market for pig meat offal exports. 2018 will see the export team continuing to work closely with our British exporters, supporting the development of existing markets and working toward gaining further access to global markets.

Midweek Meal campaign round-up

The second burst of the high-profile campaign from AHDB Pork, aiming to position pork medallions as a perfect midweek meal, has come to a close after a strong 6-week run.

AHDB Pork worked in consultation with Trading Standards to make new health and nutrition claims that promote pork as a healthy option for meal times:

- **Pork medallions are naturally rich in protein¹**
- **Pork medallions are just as healthy as chicken breast¹**
- **Pork medallions are low in fat²**
- **Pork medallions are low in saturated fat²**

The key claim 'just as healthy as chicken breast' featured at the end of the campaign's TV advert that appeared during programmes such as 'Come Dine with Me', 'Coronation Street' and 'This Morning'. The advert was estimated to be viewed by 74 per cent of our target audience 6 times.

A print version of the TV advert appeared in various monthly magazines and weekend supplements. You may have spotted it in the Mary Berry recipe pull-out in the Daily Mail's You magazine. Bespoke recipes were

also created for Slimming World and Weight Watchers magazines, allowing access to health-conscious consumers.

In-store, many pork medallion and fillet packs featured stickers; some retailer shelves featured tear-off recipe barkers; and a print version of the health claim advert appeared in various retail magazines. Pork medallions also featured on retailer websites and social media, showcasing recipes and 'how to cook' videos, allowing for greater reach and awareness of the health messaging and developing confidence in how to cook lean cuts of pork well. Sampling of key recipes also took place in various retailers, with recipe booklets being handed out to consumers.

The recipes were a firm favourite with the press – being covered by the likes of the *Independent*, *The Sun*, *Pick Me Up*, and *Take A Break*.

Google Advertising has been utilised to drive new consumers to the site, and both Facebook and Twitter advertising have been used. All recipes will remain on the Love Pork website and activity will continue across social media over the coming months.

We look forward to being able to share with you full feedback on the campaign in due course.



¹ Both pork and chicken are naturally rich in protein. Protein helps muscle growth. This relates to pork loin and fillet medallions, trimmed of visible fat and skinless chicken breast.

² For pork fillet medallions and pork loin medallions, trimmed of visible fat