

Supply Growth Restricted in Coming Months

The latest AHDB forecasts for UK pig meat supplies indicate that the strong year-on-year growth in production recorded in Q1 this year is set to moderate.

Agrosoft data indicates an extra pig was weaned per sow during 2017, but this rate of improvement is not anticipated to remain at these exceptional levels, meaning the rate of growth in slaughterings should start to slow as the year progresses. Overall clean pig throughputs in 2018 are forecast two per cent higher than 2017 levels, at around 10.7 million head. Some modest

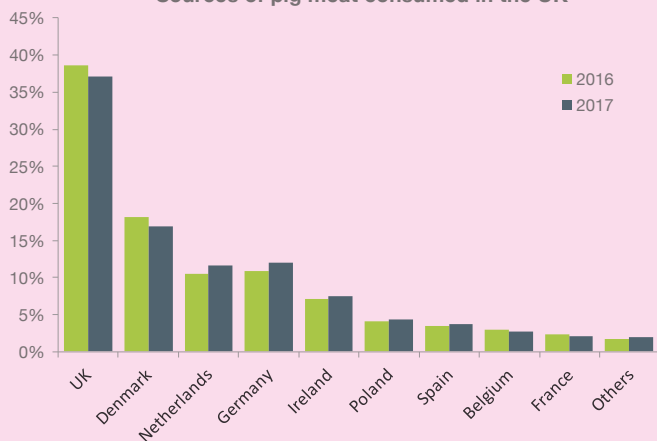
growth in carcase weights across the year means pig meat production is expected to reach around 930 thousand tonnes, three per cent above last year.

As UK production is expected to continue year-on-year growth, albeit at a reduced rate, pig meat imports are also forecast lower throughout 2018. This is conditional on the success of EU pig meat exports outside the EU. Initial EU export signs are promising, with growth in shipments to South Korea and Japan, and further assistance may be anticipated if the US/China trade dispute continues. Nonetheless, with other key global exporters also expanding production this year, competition will be tough. UK export growth is anticipated to continue this year, reflecting an increased supply availability.

Altogether, it seems pig meat supplies on the domestic market should be broadly stable this year. However, uncertainty over conditions on the global market threatens to upset this balance. It therefore looks unlikely 2018 will be as favourable for the British pork industry as the preceding year.

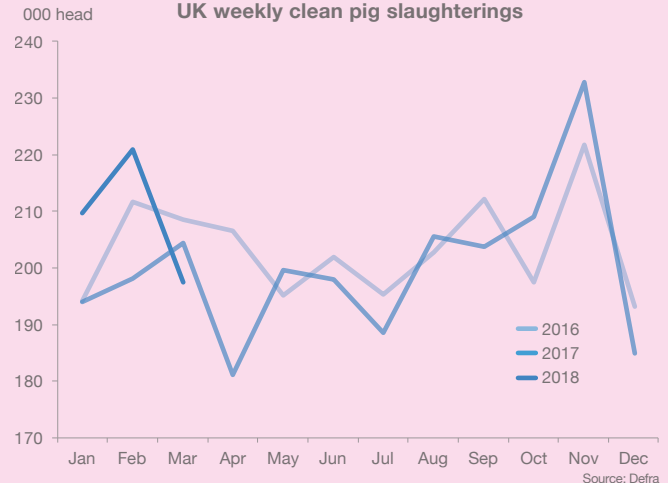
pork.ahdb.org.uk/media/275278/april-outlook.pdf

Sources of pig meat consumed in the UK



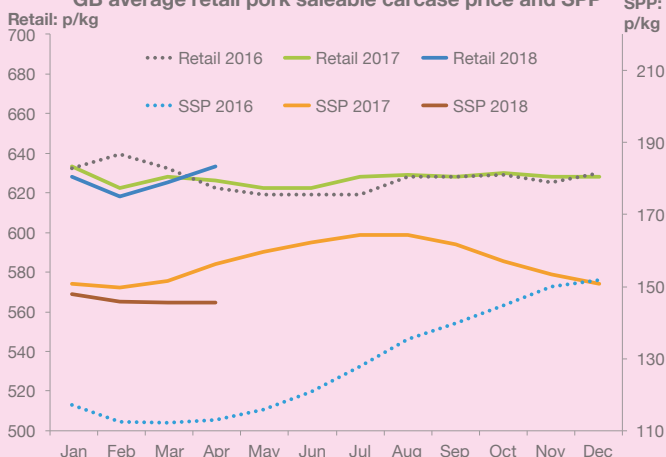
Source: Defra, HMRC, IHS Maritime & Trade-Global Trade Atlas®

UK weekly clean pig slaughterings



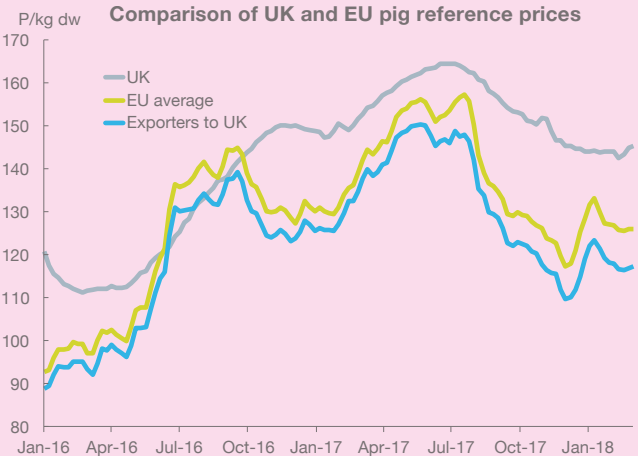
Source: Defra

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

Site Management for Outdoor Producers

If you're an outdoor pig producer or landlord, our meeting on 26 June in Swaffham, Norfolk, is aimed specifically at you.

Over the last couple of years we have been working with outdoor producers and a number of organisations, including the Environment Agency (EA), Anglian Water and Norfolk Rivers Trust, to bring about changes to the management of the environment and resulting water quality in the surrounding area.

We are now at a point where we can showcase some examples of the proactive changes that producers have made and how these have impacted both the local area and their own productivity. The organisations involved will also be presenting at the meeting, including the EA and Anglian Water who will explain the new water regulations and what they mean for pig farmers. If you have any questions, this is an ideal opportunity to ask them.

Pig producers and landlords are welcome to attend the meeting, which will start at 3:00pm at the George Hotel, Station Street, Swaffham PE37 7LJ, and close with a meal at around 5:30pm. To help us cater for the correct number of people, please book your place via: Tel: 01904 771212 or email ke.events@ahdb.org.uk



Photo credit: Dingley Dell

Small changes, big results

All producers are invited to find out about the small changes that are having a big impact on pig performance at producer David Goodier's unit. Taking place at the Bridge Hotel, Wetherby, on 11 June 2018 at 6pm, it will be David's last open meeting, concluding two years in the AHDB's Strategic Farms programme.

The agenda includes:

- Gilt performance and measuring condition
- Supplementary milk system and litter weight
- The 'water story' - cleaning and correct use of acids
- What it all means for cost of production

Please register by emailing naiya.khatri@ahdb.org.uk or by calling 01904 771 212

Dates for the diary

7 June

Stockman Plus (Exeter): Welfare and euthanasia

11 June

Strategic Farm Meeting

12 June

Stockman Development Scheme (York):
Safe use of Vet Med

13 June

Stockman Development Scheme (Bury St Edmunds):
AI and breeding

20 June

Stockman Development Scheme (Newbury):
Finisher Management

26 June

Site Management for Outdoor Producers
(Swaffham, Norfolk)

4 July

Stockman Development Scheme (Newbury):
Safe use of Vet Med

Significant Diseases Charter

The Significant Diseases Charter was developed to connect producers and the wider industry in the event of a disease outbreak.

At present, the charter covers Porcine Epidemic Diarrhoea virus (PEDv) and Swine Dysentery but may be extended to other diseases as required. The charter relies on commitment from across the industry to maintain communications and enable a rapid response in the event of an outbreak.

Why should I sign up?

The health of our national herd is dependent on a joint approach from all stakeholders. Diseases such as PEDv and Swine Dysentery could have a devastating impact on UK production and by joining the charter you are part of the solution in the event of an outbreak. Every unit counts and the more producers that sign up, the quicker a potential outbreak would be controlled.

Protect our export market

Our export market contributes £30 per pig to the price of pigs in the UK and is worth £293 million to our industry. This would disappear if we were unable to export following a disease outbreak. Quick communication by the charter could help isolate an outbreak to prevent damage to the industry.

How do I sign up?

You can sign up easily through Pig Hub www.pighub.org.uk. Your data will remain confidential and only your postcode outcode (district) will be shared with other charter members in the event of an outbreak. In return, you will receive expert industry advice in the event of a suspected outbreak, movement tracings and additional biosecurity support to ensure you are kept updated on the report.

Play your part in keeping your pigs, and the national pig herd, healthy and able to export.

Midweek Meals Campaign Reaches 26 Million Households

More consumers are considering pork as a midweek meal option following AHDB Pork's recent medallions campaign which hit TV screens in the New Year.

AHDB Pork's midweek meal campaign is part of a three-year plan aiming to rejuvenate pork's image to make it more appealing and relevant to the lifestyles of younger consumers.

The £3 million campaign was led by two TV adverts which ran last Autumn and in the New Year. This was effectively supported by retailer activity, print, digital and social media, helping bring the midweek meals message to an audience of 26 million households.

Evaluation showed the campaign's balance of humour and clear messaging appealed to consumers, who found the advertising engaging and memorable¹, and the on-pack stickers and point-of-sale helped convert this into purchases.

It succeeded in driving sales by non and light buyers of pork and health-conscious consumers – who are traditionally hard to reach.

Highlights of the campaign included Olympic medallist Rebecca Adlington showcasing the health credentials of pork

medallions with a special midweek recipe video, which was viewed 80,513 times.

Kantar figures show the campaign effectively delivered £13.2m incremental revenue and £6.43 of extra sales were generated for each £1 of marketing spend.

Both campaign targets for the first year were achieved, with penetration² (the number of households buying fresh pork) at 71.1% versus a target of 69.5%, and consumer perception of pork as 'suitable for a midweek meal' up by 13 per cent against a target of one per cent over the year (as measured in the AHDB category tracker).

Great unprompted comments about the adverts, such as "[It] got me thinking that we have not had pork medallions for a while, and we love them", sum up the sentiment and success of the campaign which will be continued this September and again in the New Year and will be backed by a further £2.5 million spending.

The 2018 campaign will build on the previous campaign with an extended TV advert and new social media content to further promote the versatility of pork medallions and loin steaks through delicious and easy recipes that are perfect for midweek. Watch this space!



1: Future Thinking May 2018 2: Kantar Consumer Mix Model May 2018



Exports Still Climbing

Despite a number of challenges on the global pig meat market prevailing in the first quarter of 2018, UK exporters have seen positive results. Total UK exports of chilled and frozen pork were eight per cent higher on the year, totalling 56,000 tonnes.

The latest data displays some interesting developing trends. Growth in demand from the United States for high-welfare pork has been seen in the first quarter of the year, with volume shipped nearly 22 per cent higher on the year.

The US market is becoming increasingly important. Although the US was only the seventh largest destination in terms of volumes, it was the fourth most important in terms of total value. The average value of pork destined for the USA was more than double per kilogram than the total average value of UK exports. To this end, AHDB

has, for the second year, hosted leading UK pork exporters at the National Restaurant Association trade fair in Chicago. The show proved to be the perfect platform for the UK to showcase high-welfare British pork to the discerning US food-service sector.

The Philippines is another market where AHDB has actively supported UK exporters. The team recently hosted a number of exporters on a two-day mission to Manila to promote UK pork at a 'British Meat' seminar.

The event was attended by nearly 80 of the market's leading meat importers and distributors. In the first quarter of 2018, the UK shipped 37 per cent more pork to the Philippines and volume of offal to the market also increased by 60 per cent on the year.

While China remains a vital market for UK pork exports, the market is currently challenged; the domestic price is reported to be at an eight-year low. Although the mood at China's largest meat show of the year, SIAL China in Shanghai, was somewhat downbeat, it is important to remember the strength of the market over the longer term. Shipments to the market remained 62 per cent higher than five years ago.