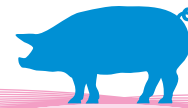


The PINK PAGES



Sausages and bacon counter weakening fresh pork sales

The latest data from Kantar Worldpanel, covering the 12 weeks to 17 June, recorded a stable performance for the total pig meat* category. Rising prices meant that, in value terms, the market grew by just over 1 per cent, to an estimated £994 million.

Volume sales of both bacon and sausages were up compared to a year earlier, increasing by 1 per cent and 2 per cent, respectively. Sales of sausages in particular have likely continued to be boosted by the warm weather and increase in barbecue occasions. Growth in the value of the sausage market also outpaced the increase in volume, climbing 3.5 per cent on year-earlier levels to an estimated value of £159 million.

Primary pork, however, recorded a decline in sales across the same period, in both volume and value terms. A 4 per cent drop in sales volumes counteracted rising retail prices, meaning that market value was still down 0.5 per cent year on year. Sales of roasting joints were particularly negative; leg roast sales were down 13 per cent by volume and loin roasting joints declined by more than a third.

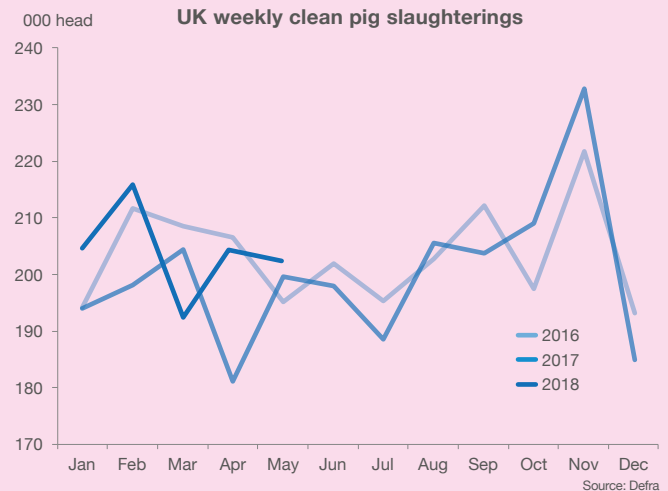
*encompasses primary pork, bacon, sausages, sliced cooked meats, chilled main meal accompaniments, ready to cook, pulled pork, pork ribs and burgers and grills.

Sources of pig meat consumed in the UK



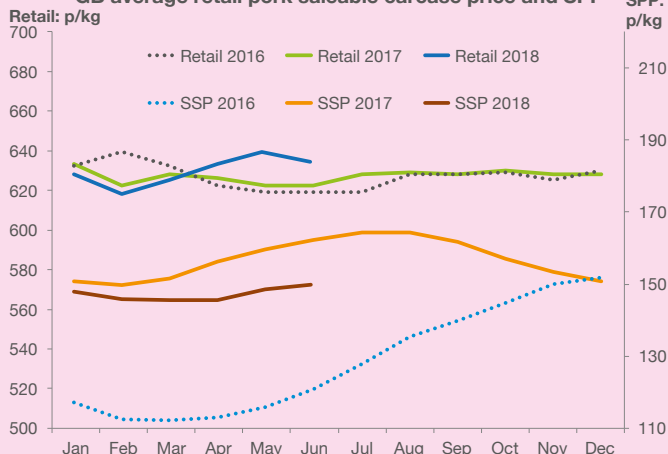
Source: Defra, HMRC, IHS Maritime & Trade-Global Trade Atlas®

UK weekly clean pig slaughterings



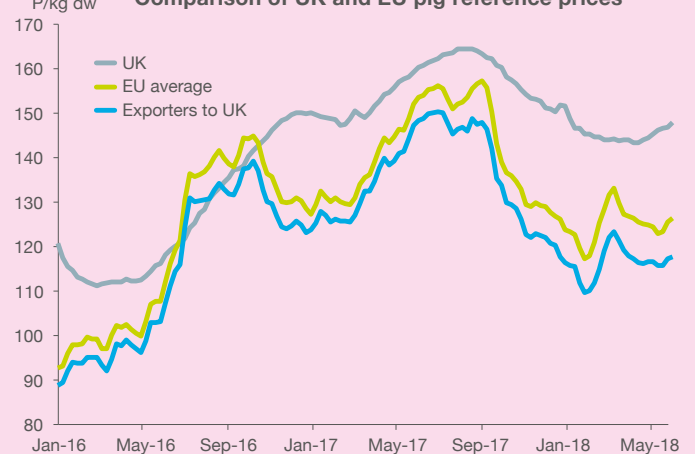
Source: Defra

GB average retail pork saleable carcass price and SPP



Source: AHDB Market Intelligence

Comparison of UK and EU pig reference prices



Source: AHDB Market Intelligence, EU Commission

Environment and buildings team expands

Zanita joins Nigel Penlington, David Ball and Emma Slater to complete AHDB's Environment and Buildings team and brings with her a background in countryside management, linking agriculture with environmental protection.

Some of the key activity Zanita will be involved with, includes supporting trials, such as the ammonia work that has been carried out on various farms across England, helping to develop the network of Strategic Farms and providing technical input and support.

Find out more about the team via our new series of videos: www.youtube.com/ahdbpork



Looking for postgraduate students

AHDB is seeking proposals for the annual postgraduate studentship programme. There are 14 studentships available across the whole of AHDB to start in October 2019.

Details, including application forms, can be found by visiting ahdb.org.uk/projects/PhDStudentships

Within the pork sector, we are pleased to be able to offer a number of studentships, which aim to prepare the next generation of high calibre, practically minded individuals for employment in positions benefiting the pig sector.

Crucially, the projects must be relevant, innovative, novel, and scientifically challenging, with scope for the development of the student and for their input into the project. We have identified a number of areas where future experts are needed:

- Predictive analytics, including machine learning, for the purpose of improving production efficiency and/or health and welfare
- Quantitative ammonia reduction through innovation
- Reducing the need for antibiotics in pig production
- Improving uptake of new tools and practices through greater understanding of changing farmer/grower behaviour

The closing date for applications is midday on Tuesday 2 October 2018. Queries and further information requests for AHDB Pork should be sent to studentships@ahdb.org.uk

Small-scale producer meetings

The next round of small-scale producer meetings is taking place during August and September. We'll be focusing on farrowing management at all four events, with input from specialist pig vet, Adrian Cox. Details can be found on our website, or book your place by emailing: ke.events@ahdb.org.uk or calling: 01904 771212.

When and where:

28 August:
Gipsy Hill Hotel, Exeter

29 August:
Cisswood House Hotel, Horsham

10 September:
The Hilton Hotel M4, Chieveley Services

12 September:
The Granary Hotel and Restaurant, Kidderminster

Subsoiling satisfaction

It was a challenge to get crops into wet, cold soils this spring, but has carrying out top-work on wet soil created compaction? If it has, it's time to remedy. Compaction reduces root growth, water and air movement. And, as many have found, this rain-shy summer, compaction can exaggerate the effects of drought.

The dry weather we are experiencing is causing clay soils in particular to shrink and crack, with large deep cracks leaving compacted layers trapped within massive impenetrable lumps of soil.

After harvest is the ideal time to get the subsoiler out and set about fixing the damage and taking out trackways. However, care is needed as it's too easy to pull up large lumps and create a boulder field. Dry soils can be particularly abrasive, so try to keep them in good shape. Going just that bit further to prepare your soil, could be money well spent.

The AHDB website has a series of videos featuring expert, Philip Wright, which explain how to get the best results most efficiently. Find them all here: bit.ly/2Lt0Th6



Field drainage

Good field drainage is important to ensure soils can be worked more easily and yield well and, for producers spreading manures and slurries, it means they are more likely to be able to get on the land and spread it at the right time.

The basic principles of field drainage, as well as maintenance and installation information, are covered in AHDB's new Field Drainage Guide, which describes how a relatively small investment, such as locating and maintaining existing ditches and drains, is likely to reap rewards quite quickly. To take a look at the guide, visit: bit.ly/2NZOUtd





Influencing consumers through PR

Plans are underway to create a range of exciting and engaging recipe content, which will complement the Autumn midweek meals TV advertising campaign.

The PR activity will use food and lifestyle bloggers and vloggers who are able to influence and engage with our target audience in ways they are most receptive to. Working with these influencers, we aim to tackle the key barriers to consumption of pork by showcasing a range of quick, easy and, most of all, inspiring pork dishes that people can easily recreate.

Aiming to reach 25–35-year-old single people interested in international dishes, and 35–55-year-old families looking for

convenience and taste during the week, we have recognised key commonalities. Both groups want to be more adventurous with their cooking, yet surveys tell us that 48 per cent of consumers who eat pork only cook it in one way* and, when it comes to midweek meals, they revert to chicken as the go-to versatile staple. But, with pork as the most popular meat in the world, we want to learn from other nations, discover new dishes and ways of cooking pork that will change perceptions and demonstrate the versatility of pork.

Two food influencers will be invited for dinner in the homes of families who come from cultures or countries known to eat a large amount of pork but cooked in many

different ways. Their experience will be captured on video as they learn how to cook new and exciting pork meals suitable for midweek.

There will also be a further five influencers with differing styles and themes, to include food, health and fitness, and lifestyle blogs, each of whom will create and share their favourite pork dishes. This will provide a bank of, engaging food content that we will use to amplify the midweek meals message across social media to inspire and demonstrate that the view of pork as dry, hard to cook or just for the weekend, is long outdated.

Make way for the new star of midweek dishes!



*Source: Mintel 'Unprocessed Meat and Poultry' Report, November 2017