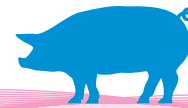


The PINK PAGES



UK production set to increase again in 2019

In 2019, UK pig meat production is expected to rise again, according to the latest supply forecasts from AHDB.

AHDB believes the breeding herd has increased modestly over the past year. This is supported by increasing production of compound sow feed and reports of expansion from integrated outdoor herds in particular. However, physical performance has been challenged in 2018. High disease rates early in the year limited slaughter in Q3, while infertility during the hot weather will impact early 2019. Nonetheless, there is still expected to be a general background of improving sow performance.

As a result, clean pig slaughterings are still likely to rise 2–3% next year to over 11 million head. This would be a slightly slower

growth rate than the over 3% increase anticipated for 2018 as a whole.

Following difficult growing conditions during the hot summer, carcase weights are expected to remain at or below year-earlier levels until next summer, with high feed costs suppressing a generally rising trend. Production will increase 2–3% to reach around 957,000 tonnes in 2019.

While there is some uncertainty, it seems probable that imports will continue to decline as UK production expands. Low Chinese pork prices have limited UK exports this year, so a small decline in shipments is anticipated for 2018 overall. Performance next year will depend, in part, on Chinese demand developments in the face of ASF.

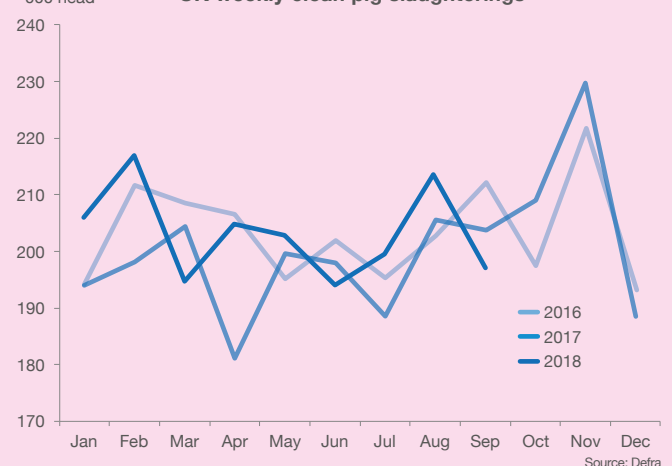
Balancing all these factors out, supplies available for consumption on the domestic market are forecast to be broadly stable again in 2019. Nonetheless, global pork production is expected to be higher next year, meaning prices could remain under pressure unless demand responds.

Sources of pig meat consumed in the UK



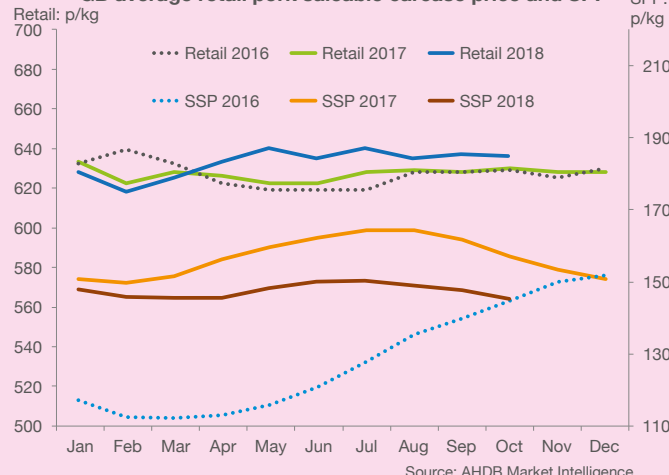
Source: Defra, HMRC, IHS Maritime & Trade-Global Trade Atlas®

UK weekly clean pig slaughterings



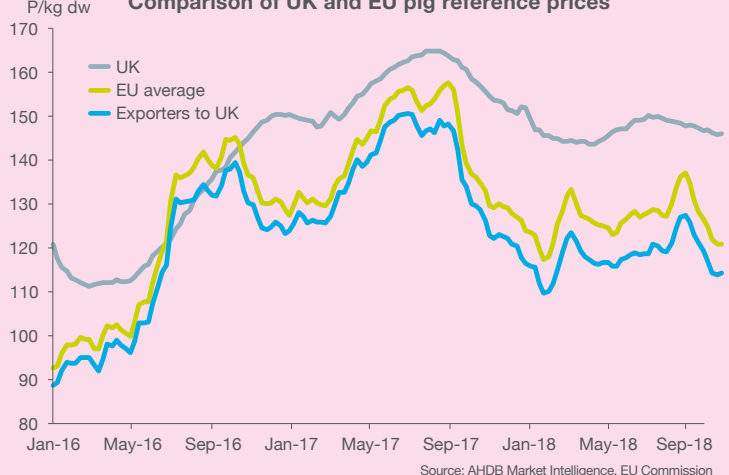
Source: Defra

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

Diary dates

For details, and to register for any of these events, visit: pigpro.ahdb.org.uk

3 December

Oxford Pig Club

4 December

Otley Pig Discussion Group

5 December

Stockman Development Scheme (Kidderminster): Gilt management

Suffolk Pig Discussion Group

Reduce ammonia emissions to improve business performance meeting (Norfolk)

6 December

Somerset Pig Club

11 December

Webinar: Health and antibiotics – keeping the balance

Cambridge Pig Discussion Group

Stockman Development Scheme (Bury St Edmunds): Service and dry sow management

Stockman Development Scheme (Lincs.): Service and dry sow management

12 December

Salisbury Pig Club

13 December

Supervisory skills workshop (Lincoln)

18 December

Cornwall Pig Club

19 December

Essex Pig Discussion Group

21 December

Norfolk Pig Discussion Group

Health and antibiotics – keeping the balance

We've just finished a national roadshow with ForFarmers during which we've looked at the importance of water quality when using in-water medication; as well as how we can meet reduction targets, and feed for gut health. The meetings had a practical focus, with attendees taking away with them lots of points to talk about and implement on farm.

If you couldn't get to one of these meetings, there is still a chance to hear from some of the expert speakers and ask any questions you may have. We will be running a webinar (an online version of the meeting) during December/January, which you will be able to join from the comfort of your home or office, look out for details.

To support this activity, we have produced some new factsheets: these include managing the mineral content of water and the survival time of pathogens. All the resources can be found online at: pork.ahdb.org.uk/environment-buildings

Entries are open for the EU PiG Grand Prix

Producers are invited to enter their innovative ideas and examples of on-farm best practice into this annual EU-wide contest.

Winning one of the eight Ambassador titles in the EU PiG Grand Prix will give you the chance to receive international recognition, share your best practice with other producers, connect with other Ambassadors to find your 'next big idea' and achieve added motivation for farm staff.

Entries should tackle one of eight challenges within the project's key themes of health management, meat quality, animal welfare and precision production.

Deadline for entries is 28 February 2019. For full details of the eight challenges for 2019 and how to enter, along with case studies on the previous years' winning Ambassadors, producers should go to the EU PiG website: www.eupig.eu

2019 wall planner available to order

Our new wall planner for 2019 is available to order. This is always a popular resource and can often be found in staffrooms and farm offices. To get your copy, speak to your regional knowledge exchange manager or email your postal address to comms@ahdb.org.uk



Working with you

Don't miss out on these free tools

Pig Pro

Your online training record and events calendar

Significant Diseases Charter

An early warning in the event of a disease outbreak

Pig Health Scheme

Receive feedback on 12 different health conditions

Access all of these tools via pig.hub: www.pig.hub.org.uk

Sign up to receive our weekly e-newsletter at: pork.ahdb.org.uk/sign-up

Find out more at: pork.ahdb.org.uk

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2019 Year Planner



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	1	2	3	4	5	6	7	8	9	10	11	12
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Midweek meals campaign

With the pork midweek meals campaign getting its third airing this autumn, we take a look at how people's perceptions have changed since we started the campaign back in September 2017 and how six months off air has affected the way people view pork.

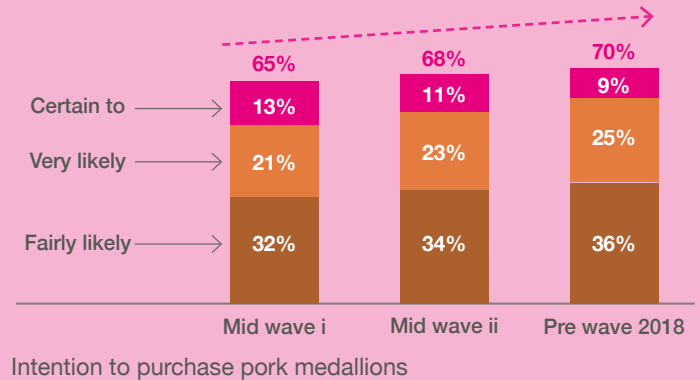
Research was carried out prior to the launch of the campaign, midway through each advertising burst and again this summer after six months with no activity, and it's great to see how, over time, people have absorbed the key messages, with positive associations becoming ingrained in consumers' minds.

The campaign set out to portray particular pork cuts as quick, easy, tasty and perfect for a midweek meal, and results show this has been successfully achieved. For example, prior to the

first burst in September 2017, only 25% of people questioned said they thought pork was quick to prepare and cook, yet this jumped to 28% and 30% during campaign periods and only dropped slightly to 29% after a period of no advertising. This is similar for perceptions of 'ease', which have grown and remain higher than pre-campaign levels.

The campaign has also demonstrated success in positioning pork as an ideal midweek meal option, with significant jumps in people eating pork medallions in the week during the advertising, and, even six months later, 10% more people have continued to do so than previously.

These key indicators, along with a continued growth in purchase intention for medallions, suggest that the campaign is having a long-lasting positive impact. We look forward to receiving the results of the latest advertising burst shortly and are working to build on these further with our next push in the New Year.



Developing the US market

The AHDB export team has been working hard on developing the US market, having recently attended the National Restaurants Association show in Chicago and led a trip to Florida with UK exporters.

Currently, the UK is the fifth largest pork exporter to the US, following Canada, Denmark, Poland and Mexico but it only accepts imports of non-processed pork from three UK companies on a site-by-site approval basis. This year to date, exports of fresh and frozen pork from the UK were 8,463 tonnes; in 2017 for the same period it was only 5,972 tonnes, a 42% increase. Most recently, September this year saw the UK export 1,064 tonnes to the US, which is a 100.3% increase on last September.

The nine most populous states account for just under half of the total US population, an important statistic as the export team is looking to focus their efforts in these states, to maximise the promotional efforts for English pig meat.

Consumer preferences for pork products vary as you move across America. Main marketing points include high animal welfare, food safety, traceability and environmental protection. California has a clear demand for naturally raised animals and quality, which is significantly more important than price, compared with Florida, where the latest food trends are not so influential but they are predicted to follow in the near future.

In January, the export team will visit the Winter Fancy Food Show in California. Susana Morris, Senior Export Manager for the Americas, plans to have an open kitchen, with a cooking demonstration that will host up to 30 guests, including retail buyers, chefs, importers and foodservice distributors, selling the story and taste quality of English Pork.

In June, AHDB will also visit the Fancy Food Show in New York to see what is being promoted and engage with importers and distributors to gain valuable insight to their market. Visits to supermarkets in the area to look at pricing, packaging and consumer expectations will also assist with future missions to the area.



Our stand at the NRA Show 2018 in Chicago

