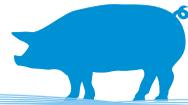


# AHDB QUARTERLY



A regular feature to keep you up to date with important news from AHDB and the wider pig industry

## The Agriculture and Horticulture Development Board – a quick recap

### Who or what is AHDB?

AHDB, that is the Agriculture and Horticulture Development Board, is a statutory levy board, funded by farmers and others within the supply chain. It represents the following agricultural sectors: beef and lamb, cereals and oilseeds, dairy, horticulture, pork and potatoes.

### What does AHDB do?

At AHDB, we aim to inspire farmers and growers. We use funding to help benefit the industry; for example, through research, innovation and knowledge exchange (KE) activities, e.g. farmer meetings and helpful factsheets.

### Who does AHDB work with?

We work with farmers, growers, packers, processors, agronomists, vets, abattoirs and many others. AHDB Pork works with pig keepers in England, as the pork levy is only collected on pigs slaughtered in England.

### Who is the key contact at AHDB for small-scale producers?

Luchia Gregson is a KE officer within the pork team and is the key contact at AHDB for small-scale producers. Luchia looks after AHDB Pork's national events and strategies, which includes, for example, running our pig clubs aimed specifically at small-scale producers.

### How can we find out more about AHDB or get in touch?

The AHDB Pork website is the best place to start, there's a dedicated area for small-scale producers ([pork.ahdb.org.uk/pig-production/small-scale-producers](http://pork.ahdb.org.uk/pig-production/small-scale-producers)), but it's definitely worth having a browse around the rest of the website. To get in touch with Luchia directly, you can email her: [luchia.gregson@ahdb.org.uk](mailto:luchia.gregson@ahdb.org.uk) You can also keep up to date with our news and activity via social media and Pork News, our weekly e-newsletter.



Luchia Gregson



### FIND OUR MORE

For more information about AHDB contact Luchia Gregson:  
T: 07990 442798  
E: [luchia.gregson@ahdb.org.uk](mailto:luchia.gregson@ahdb.org.uk)

## African swine fever

No doubt many of you will have heard of African Swine Fever (ASF), a disease that affects pigs, warthogs, European wild boar and American wild pigs. There has never been an outbreak of ASF in Great Britain; however, the disease is rapidly spreading throughout Europe, with Belgium being the most recently infected country.

ASF is not the same as classical swine fever or swine influenza. The cause of ASF is the ASF virus (ASFV), and infection results in high mortality rates. ASF cannot infect humans and is not a food safety concern.

### How does ASF infect pigs?

ASFV can infect pigs in a number of ways, the most common include:

- Eating contaminated food products. This can include infected pork, as well as other food that has been in contact with infected pork
- Direct contact with infected pigs/wild boar. This can include contact with infected bodily fluids (e.g. blood and urine), as well as faeces and infected carcasses
- Contact with anything infected with the virus. This can include people, clothing, footwear, bedding and vehicles

### What do you need to look out for?

Common signs of ASF include:

- Reddening of the ears, underbelly and scrotum
- Lethargy (tiredness and lack of energy)
- Conjunctivitis (reddening and discharge of the eye)
- Bloody diarrhoea
- Fever
- Sudden death

Other symptoms can include:

- Lack of appetite
- Vomiting
- Abortions
- Laboured breathing

Should you notice any of these symptoms, contact your vet immediately and don't move any of your pigs off your site. Defra should also be notified by contacting the Defra Rural Services Helpline on 03000 200 301; in Wales, contact 0300 303 8268 and in Scotland, contact your local Field Services Office. Failure to do so is an offence.

### How can we prevent ASF from reaching and spreading around the UK?

- Don't feed kitchen or catering waste to your pigs; this is known as swill feeding and is illegal
- Call your vet immediately if you suspect the disease could be present on your holding. If your vet doesn't specialise in pigs, keep details of a pig vet to hand to help with any specific queries
- Good biosecurity; keep equipment/tools clean and disinfected, use foot dips and ensure vehicles and visitors entering your holding haven't been in recent contact with other pigs
- If you have a footpath running through/ alongside your land, use one of our signs to deter passers-by from feeding or touching your pigs
- Be vigilant, observe your pigs, and remember, if in doubt whether it is safe or legal to feed something to your pigs, don't feed it to them
- Be prepared, have a disease outbreak contingency plan

For more information about ASF, visit: [pork.ahdb.org.uk/health-welfare/health/emerging-diseases/african-swine-fever](http://pork.ahdb.org.uk/health-welfare/health/emerging-diseases/african-swine-fever)



Photos: Pirbright Institute

## Small-scale producer meetings

Some readers may be aware that we held a series of small-scale producer meetings a few months ago. Pig veterinary surgeon, Adrian Cox, spoke at both the Exeter and Horsham events on the subject of farrowing. Adrian covered a variety of topics, including the signs and process of farrowing, and nutrition, as well as what difficulties may arise and how to deal with them.

Thank you to those who attended the meetings, we had some fantastic feedback; unfortunately, we had to cancel the Newbury and Worcestershire meetings due to lack of interest. The good news is that Adrian has agreed to present his farrowing talk at both Newbury and Worcestershire when we run the next round of meetings. Keep an eye out for details of these events, which will be taking place in February 2019.

Finally, it's time to announce our new meeting in the North. We held an online poll in August to help determine where our next new meeting would be; we had a good response and are pleased to reveal that North Yorkshire is the chosen location. The first meeting in this region is scheduled for March, so, again, keep your eyes peeled and be sure to sign up and spread the word.

We hope you're looking forward to the next round of meetings and if you've not been before, we are always happy to welcome new faces. If you have any topics you would specifically like us to cover in future, either at these events or in Practical Pigs, email your suggestions to [luchia.gregson@ahdb.org.uk](mailto:luchia.gregson@ahdb.org.uk)

## Exciting new recipes for midweek meals campaign

The latest Love Pork midweek meals campaign was launched in September using TV advertising, supported by PR, social media, online advertising and point-of-sale activity in shops. Love Pork has collaborated with some popular food bloggers for midweek meal inspiration: these include the Dumpling Sisters, Taming Twins, Hari Ghotra and A Mummy Too.



Love Pork ([lovepork.co.uk](http://lovepork.co.uk)) is the home of delicious pork recipes, cooking tips, information about different pork cuts, as well as healthy eating advice and nutritional information.

Work is now underway for the next burst of the campaign, which will start in January, with a variety of delicious new recipes.

Pork is the most popular meat in the world but, in the UK, the 48% of consumers who eat pork, only cook it in one way... as a Sunday roast. We want to introduce the UK to an exciting new range of global pork dishes.

We've been looking for a variety of recipes that are quick and easy to achieve midweek, yet inspiring and different enough to make people break from their normal choices and try something new. With the TV advert going out in January, when people tend to be more mindful about what they choose to eat, we also wanted the recipes to be healthy.

Look out for the adverts and recipes, and why not get involved with the campaign on social media? You can find Love Pork on Facebook (@lovepork.UK), Twitter (@LovePork) and Instagram (Love Pork).

