Increased import pressure in October

For the first time in three months, UK pork imports rose strongly compared with a year earlier in October. At 43,200 tonnes, fresh/frozen pork imports were 8% higher than in October 2017. Growth was largely due to an 18% rise in imports from Germany, mainly driven by frozen boneless product, and a 10% growth in purchases from Denmark, which reached 16,300 tonnes, the largest monthly total for the year so far.

The average GB production cost between July and September was 7p/kg higher than the quarter before. The rise was entirely driven by higher feed costs, which accounted for 62% of the total cost of production. Higher feed prices were important, although consumption at the finishing stage has also increased. This reflects a worsening average feed efficiency at this stage. Average prices were much lower than in 2017 (-9%), so the value of pork imports was down 2% at £78.8 million. EU pig prices started to drop significantly at farmgate level during the month, while UK pig prices fell by less. EU pork therefore became increasingly price competitive throughout the month, which likely led to the higher import volumes. This trend continued into November, although stabilising EU prices means the competition may have abated by the end of the year.

Similarly, bacon imports were 9% up on the year, at 20,300 tonnes, largely due to higher shipments from Denmark, although this may represent some correction in the import levels recorded, as volumes in 2017 were unusually low. Imports of sausages were down on October 2017, but more processed products were imported.
Exports increase outside Europe

The latest month available for HMRC trade data, October 2018, shows strong year-on-year growth, with total pork and pig meat offal exports greater than 30,000 tonnes. Demand from markets outside of the EU was behind the increase, notably the Far East and North America.

The dynamic of the Chinese pork market has changed since their ASF outbreak and trade relationship issues with the USA. The UK has benefited with volume shipments to China in October virtually double the previous year. China remains our main focus with plans well underway to host top UK exporters at SIAL, China’s leading meat trade show in Shanghai, later this spring.

The Philippines is another market performing well for pork. October shipments were nearly three times higher than the previous year, with exports from January to October up by 40%. Pork exporters joined the AHDB export team in Manila to showcase British pork to the Filipino market.

Demand from the United States for high-quality, high-value pork has also been strong in recent months, with October exports up 23% on the year. We are actively promoting both our high production standards and quality product to discerning consumers in the market.

We have a full programme of international trade shows, trade development missions and promotional activity planned in 2019.

March 2019
Foodex Tokyo

May 2019
SIAL Shanghai

May 2019
Hofex Toronto

September 2019
Restaurant and Bar Hong Kong

September 2019
CIMIE China

October 2019
Anuga Beijing

November 2019
FHC China Shanghai

Diary dates – Why not come along?

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

7 January
Exeter Pig Club

4 February
Oxford pig Club

5 February
Stockman Development Scheme (South): AI and breeding

6 February
Stockman Development Scheme (Central): AI and breeding
Stockman Plus (North): Farrowing management

11 February
Salisbury pig club

12 February
Succession – it’s not just about tax (Cambridgeshire)
Stockman Plus (East): Farrowing management

18 February
Cornwall pig club

19 February
Stockman Development Scheme (East): Farrowing management

26 February
Stockman Development Scheme (Lincs.): Farrowing management
Gloucester pig club

27 February
The Fens pig club

28 February
Fosseway pig discussion group

5 March
Exeter pig club
East Midlands pig club

6 March
Stockman Development Scheme (Central): Farrowing management

7 March
Midlands pig club
Export team strengthens

Susan Stewart has been appointed AHDB’s Senior Export Manager for livestock in the Asia Pacific team to support processors and exporters to maximise opportunities on international markets.

Susan brings three years of experience working in China as a regional genetics manager, she has also worked in Eastern EU and India, but has valued knowledge of the UK livestock sectors. Her expertise will help AHDB build on the strong work currently being done in the Far East.

Susan said: “I am very excited to join AHDB. With the challenges of Brexit looming, there is a real opportunity to influence and help shape UK businesses as we enter these uncertain times. “The Asian marketplace is exciting and dynamic and there are real opportunities for our red meat industry. I look forward to the challenge of this new role and to working with exporters to take advantage of the opportunity Asia presents, and to grow sales overseas.”

The Pick Pork Campaign Returns!

The Pick Pork TV advert has made its 2019 return, premiering during prime-time show Coronation Street back in January.

The TV spot times are a mixture of programmes, from family favourites such as The Voice, Granchester and Dancing on Ice, to popular soaps. Soaps in general on ITV perform consistently well. The high viewing figures that soaps continue to command account for bringing in 30% audience share and raising high awareness of the campaign among our target audience.

For the foodies, a prime spot has been secured during Jamie & Jimmy’s Friday Night Feast, along with some popular programmes specifically designed to target the younger audience: the 16–24s. These programmes include ITV2’s American Dad, Family Guy and football fixtures such as the FA Cup 3rd round; Arsenal v Millwall.

In total, the advert will be played over 6,000 times from 14 January to 24 February – with the aim to persuade people to continue to pick pork as an alternative to chicken for a healthy, quick and easy midweek meal.

For those looking to support the campaign, we have made our recipe videos and images available for others to use. Known as digital assets: 10 healthy, quick-and-easy pork recipes, three recipe videos, the recipe booklet and the TV adverts can all be downloaded and used on individuals’ social media channels, websites, etc. Simply visit www.lovepork/assets and follow the instructions.