



Minutes of the Forty-Seventh Board Meeting held on Tuesday 12 May 2015

MINUTES OF THE LAST MEETING

The minutes of the last meeting held on 11 March 2015 were approved.

MATTERS ARISING (and not on the agenda)

There was a presentation on the advantages and disadvantages of a voluntary levy for marketing. The decision from the EU Commission on State Aid Clearance for marketing activity has not yet been confirmed.

DIRECTOR'S REPORT – BP165

There was an update on Collection & Communication of Inspection Results (CCIR) and the phased move from BPEX Pig Health Scheme (BPHS) data provision.

ACTION

A briefing to be provided on the discussions BMPA had undertaken with FSA with regard to moving to robust, reliable and respected CCIR data.

Members were updated on the Pulled Pork campaign and outlined the evaluation process. This was very well received by the Board. A decision on the second phase will be made at the July Board meeting.

EXPORT PLAN 2015/16

The export plan for 2015/16 was presented which included objectives, targets and budget. The Board identified that even though countries such as China are very positive there needs to be a focus on how to 'differentiate' our exports and add value. A discussion took place about where the priorities may lie for next year with regard to new markets with India possibly being a consideration. The Board fully supported the future plan.

ACTION

A document is to be sent to the Board with further detail, particularly on additional spend.

SINGLE ISSUE SCENARIO PLANNING – Hep E Virus

The Board was given the latest on the Hep E Virus. It was pointed out that the Chinese (AQSIQ) mentioned Hep E during their recent visit. They are actively engaged with PHE through the British Government.

PIG HEALTH & WELFARE COUNCIL PROGRAMME OF WORK - BP166

The Board was given a presentation on the Pig Health & Welfare Council Programme of Work and members were asked for comments. It was suggested BMPA and BPEX need to work together more closely to achieve a significant impact. Even though the standard lorry wash procedures are in place, further communication is necessary between producers and the haulage association and this needs to be put in place quickly and accurately. A discussion took place around how this is dealt with in other countries, there being a large focus in the USA on 'How to wash out a lorry' and the introduction of robots in Denmark that clean and disinfect the vehicles.



ACTION

Contact to be made with the RHA regarding communication from the haulage association to members regarding the changes.

There is a proposal to have an online electronic medicine book for each farmer, possibly extending to Northern Ireland. Although it would start in the pig sector, it would be designed to be non-species specific. AHDB Pork will fund the build of the pig industry medicine hub c. 75k. Veterinary medicines Directorate (VMD) has agreed to fund website hosting, maintenance and the bureau costs up to £20k per annum for three years.

One member asked whether there would be any provision made to link this to veterinary practice recording system. It was pointed out that it is an 'open' platform that is suitable for all. The data would record the antimicrobials administered to pigs rather than prescribed to the farm.

The Board decided this is an essential piece of work and is fully supportive that the funding goes ahead.

EU & UK Funded Research - CIEL 7 EU Pig

The Board was updated on both the EU KT bid and the CIEL bid and where our customers would benefit and how they will be managed.

The EU bid needs to be submitted by 11 June 2015. It was explained that there are 11 member states engaged which covers 85% of pig production which are all actively participating. It was pointed out that it is a credit to BPEX that so many successful relationships have been built up. Legal advice on liability has been taken and there is no risk to BPEX - if a partner country does not perform the work they do not get paid.

The CIEL Industry Workshop (in conjunction with Eblex, DairyCo and the poultry industry) is on 5 June 2015 where companies have the opportunity to sign up. A discussion took place around whether value for money, the pros and cons of companies investing and who they will be and who will take ownership of the project.

A decision was made that the Board would continue to support both projects. With reference to the CIEL, the workshop is to go ahead on 5 June and feedback to be given at the July Board meeting.

AHDB Restructure

There was an update on the AHDB restructure proposal that is currently being worked on. The proposal is to move to five directorates reporting into the CEO covering Strategy, Technology, Market Development & Communications, Finance and HR. Teams would be managed in these functions rather than in sectors as at present. The sector board will remain responsible for sector strategy, business planning and allocating the budget. Levies will be ring fenced as currently for the benefit of the sector. The aim being to work as one organisation to enable AHDB to deliver better value for our levy payers, coming together and working as one organisation. Savings of over 500K have been identified already.

It was stressed that the proposal had been put together by the AHDB senior team and the cost will be neutral over the AHDB business plan which has a remaining three years.

AOB

The Chairman expressed her appreciation to Andrew Knowles, Head of Technical, who will be leaving the organisation in June. She thanked him for his 15 years of hard work and particularly over the past two years for his extensive work on the restructuring of the technical team.