



**Minutes of the Forty-Eighth Board Meeting held on
Wednesday 15 July 2015
Board room, Stoneleigh**

MATTERS ARISING (and not on the agenda)

The feasibility of getting census data from Pig Hub is an ongoing project.

The research is continuing regarding a Voluntary Marketing Levy. A detailed paper to be prepared for the next Board meeting in September. A discussion took place around the importance of marketing to the industry and what contributes to it.

The Board agreed there was a great deal of opportunity for Exports and fully supported that it should be built into the Business Plan for 2016/17. It was suggested that detailed proposals would be beneficial to take forward. Further discussion at the September meeting.

ACTION

Voluntary Marketing Levy - detailed paper/proposal to be prepared and brought to the meeting on 16 September 2015.

Discuss lorry wash standards with AIMS.

DISCUSSION WITH BOARD AROUND THE CHAIN OF EVENTS LEADING TO RESTRUCTURE

One member requested a discussion regarding the current AHDB restructure. There was a wide ranging discussion in which all Board members expressed their views about the process. Reassurances were given that there had been a comprehensive process undertaken including regular discussions with Board members. Board members' views had resulted in changes as proposals on the new structure were developed. Members were told the sector Boards are in charge of their own planning and the value of cross-sector working was stressed. The restructure has been engineered to produce the best possible outcome.

DIRECTORS REPORT – BP167

The Board was updated on the current market indicating that it has been generally stable in the last two months. The UK price premium has remained about 25p/kg. Production has continued to rise as a result of increasing productivity and slightly higher carcass weights and levy income is slightly above forecast.

The EU has granted state aid clearance for AHDB marketing and promotional activity up until 2021.

The Centre for Innovation and Excellence in Livestock (CIEL) bid for Agritech is looking promising with interviews having now been held. The outcome is expected to be known by the beginning of August 2015. The bid is now being managed by AHDB Beef & Lamb.

CCIR Roadmap

The Board was told that, due to recent staff changes within FSA, the timetable has been set back (the project was due to be completed by March 2015), however, this should not be too detrimental to the timeline going forward. It was explained there were some discrepancies between data that was received from the BPHS assessments which have now been resolved. All audit procedures and protocols are now being put in place and this, combined with the solution to any previous IT issues, will show promising results in the future.

Members were told a meeting had been held with the FSA which made a commitment to make it successful.



Hep E

The Board was updated on the Hep E Drip Survey part of the overall project. Results should be available by the end of August. The Board agreed that more information is necessary to go ahead before committing to spend more on the project. It needs to be established whether HepE is actually associated with the pig sector and if it is possible to distinguish between British and imported meat.

A paper detailing the incidence of Hep E in pigs is due to be published in August (before the next Board meeting) by PHE.

LaMRSA

A discussion took place around the recent media article about LaMRSA. There has been a debate in the industry about LaMRSA and potential industry work. The NPA suggested that AHDB Pork funds a national farm survey on the prevalence of LaMRSA in English pigs. The Board raised concerns about the cost with limited resources. However, the Board agreed that this was an important subject that would be monitored closely. Further discussions will take place around next year's Business Plan.

THE INITIAL IMPACT OF THE PULLED PORK CAMPAIGN – BP179

Initial results of the Pulled Pork Campaign were presented and these have exceeded expectations. Sales of shoulder joints during the six-week campaign increased by 19% compared with a year earlier. The presentation highlighted the success of the campaign delivered by an under-strength Marketing team. There was unanimous support from the Board to continue with Phase 2. A discussion took place around how this will be communicated and it was agreed that more advanced notice needs to be given to retailers and processors which would start immediately. The activity will run in late January and February with a view to Phase 3 taking place around May 2016.

It was reported that permission had not yet been received from Defra to conduct British Sausage Week and develop the Love Pork Website.

AN OVERVIEW OF PORK TECHNICAL ACTIVITY

The Technical Leadership team gave short presentations covering their teams and the work they do and how it is communicated to stakeholders.

It was pointed out that more could possibly be done around analysing and recording on farm data covering performance and focusing on benchmarking and how and what to measure on their unit. Members were also told there are often difficulties using software and training would be beneficial.

STRATEGIC PRIORITIES FOR 2015/16 – AN INITIAL DISCUSSION

It was agreed that the September meeting will be a longer meeting enabling a full discussion around both the current and future Business Plan. Emphasis will be on the aims, priorities, additions and what areas may no longer be required. Consultation would take place with our levy payers' organisations over the summer asking for written feedback to inform the September and November meeting discussions.

TRAILBLAZER APPRENTICESHIP

It was explained that the consultation for the Trailblazers apprenticeship is about to open. The Board was encouraged to look at the proposal and respond to the consultation as individual businesses.

AOB

One member asked if there was an update on Isotope testing and the current status. A new sampling system is in place for bacon and also sausage manufacturers. Five samples taken so far have returned clear.