



# The Outlook for the UK and EU Pig Meat Markets

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# Structure

The market in 2006

The outlook for 2007

Some issues for 2007



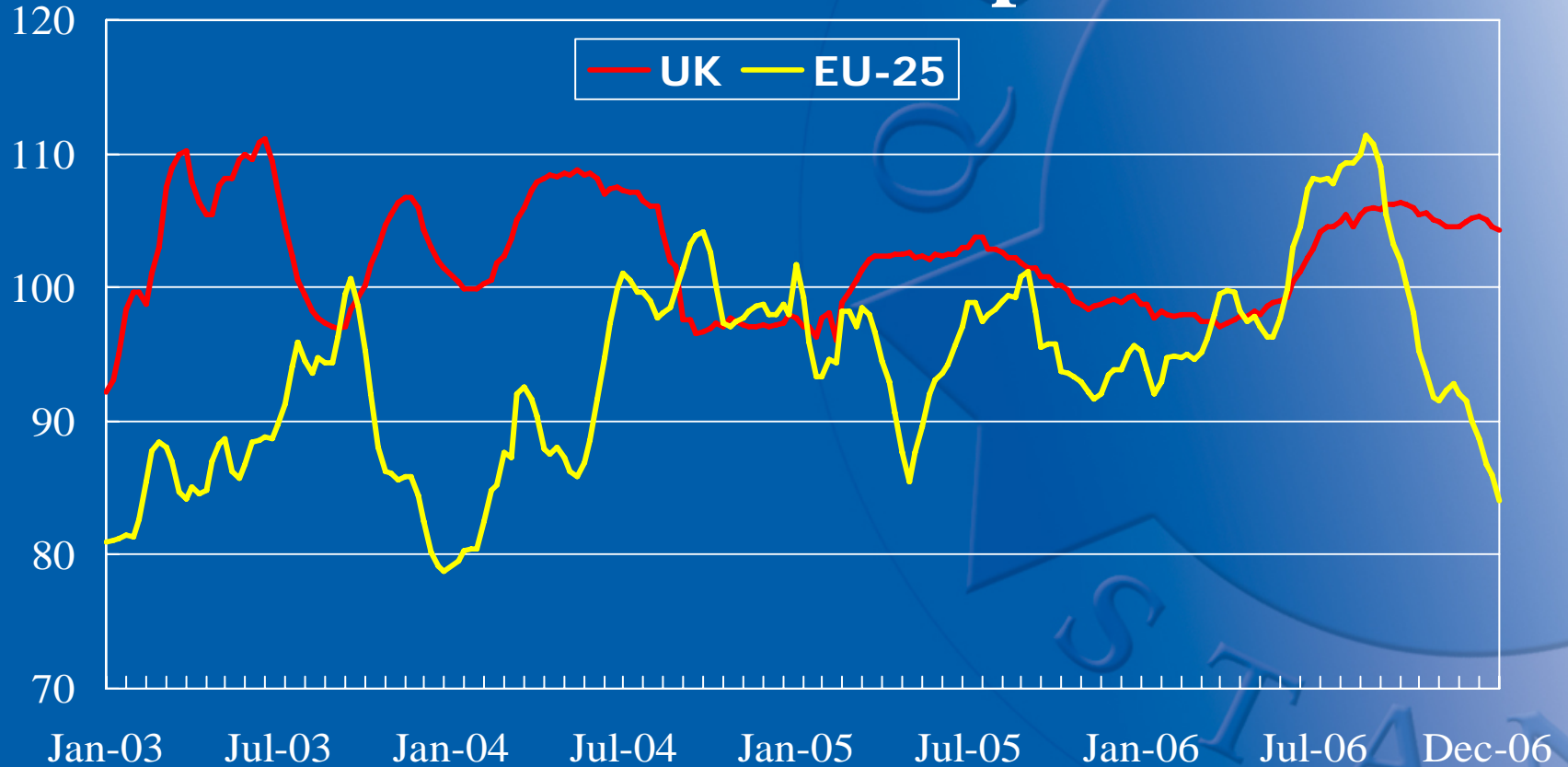
# The Consumer Market in 2006

- Retail pork volumes down slightly (-0.6%) but spend up (+0.5%). More growth in first half
- Retail bacon volumes down(-5%) further than value (-0.9%). Price resistance ?
- Ham volumes (+3%) up again and spend (+7%) even higher
- Sausage purchases up a little (+0.6%) with spend higher (+1.%) indicates shift to premium products
- Overall pork products consumption (inc. food service) down (-2%) entirely due to fall in bacon market



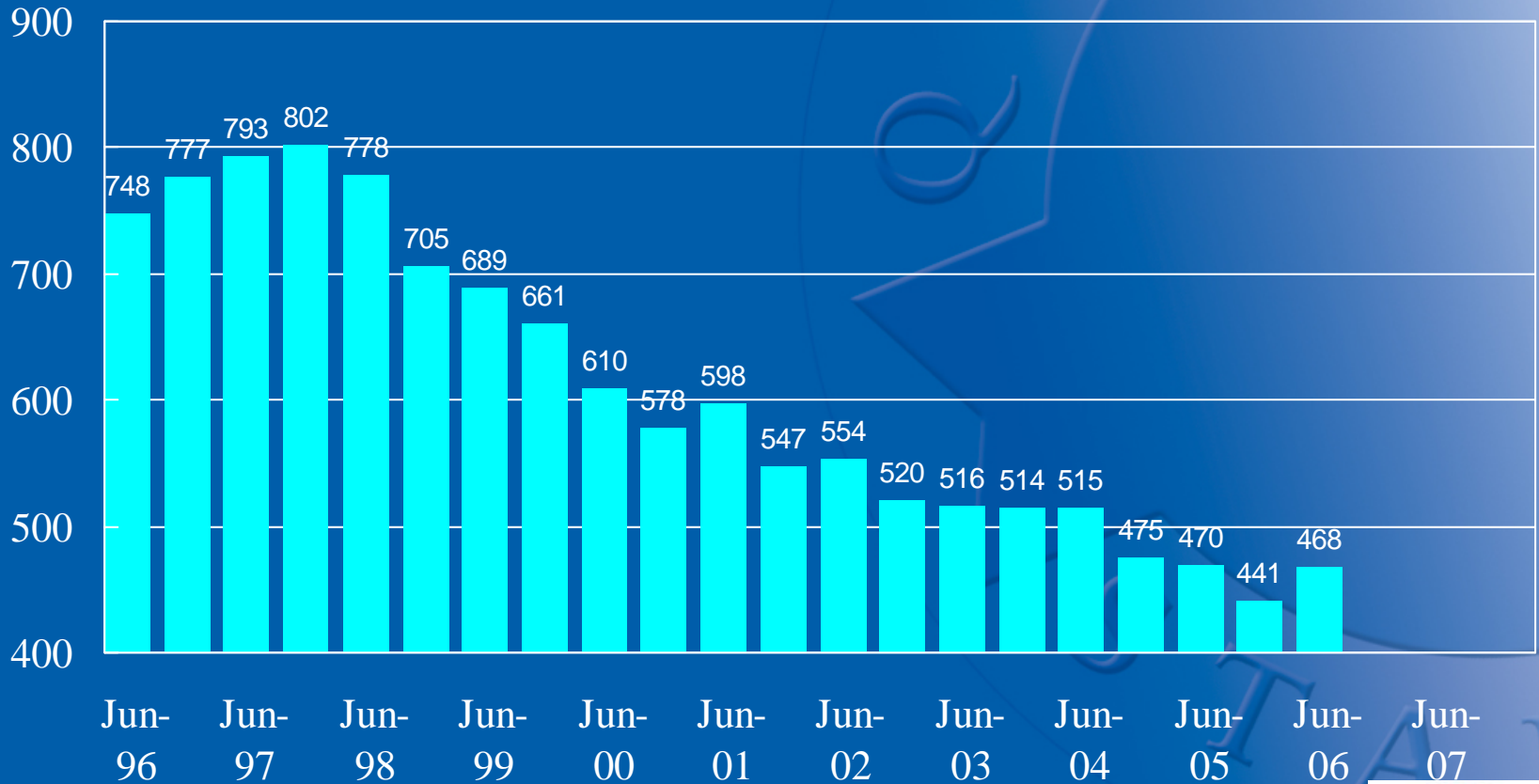
# EU-25 and UK pigmeat reference prices

p/kg dw



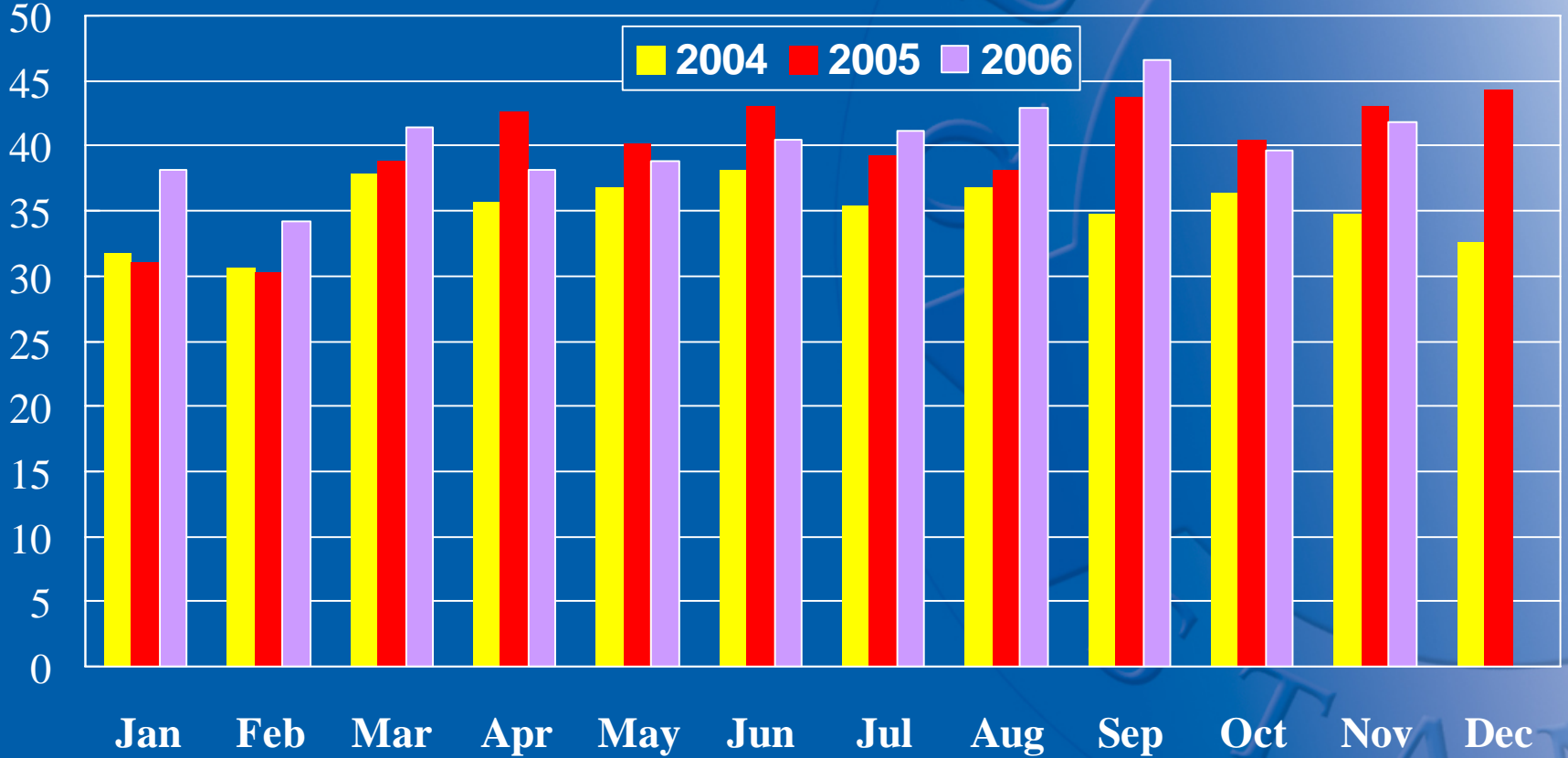
# Breeding herd trends

000 head



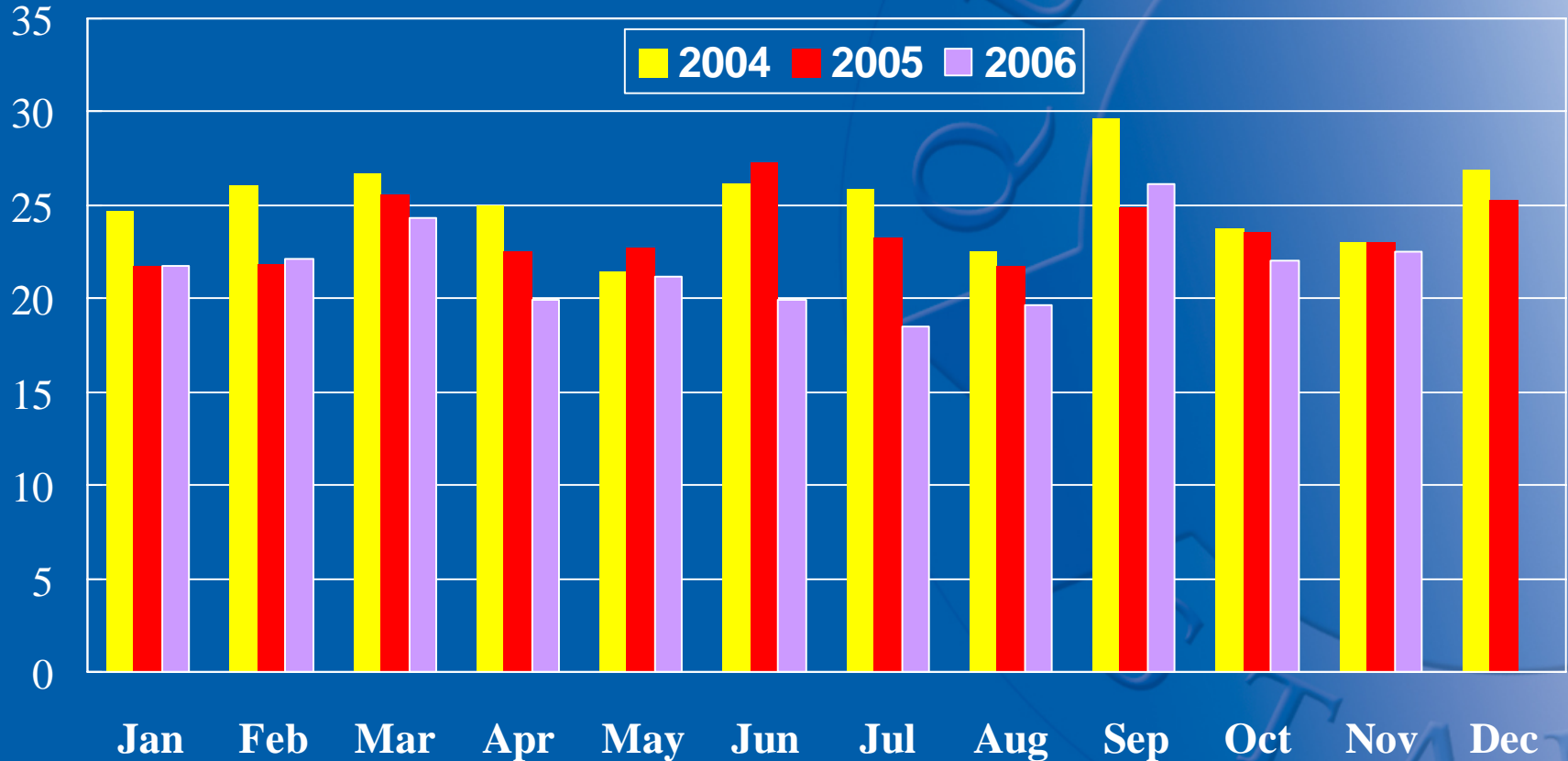
# Pork import profile

000 tonnes



# Bacon import profile

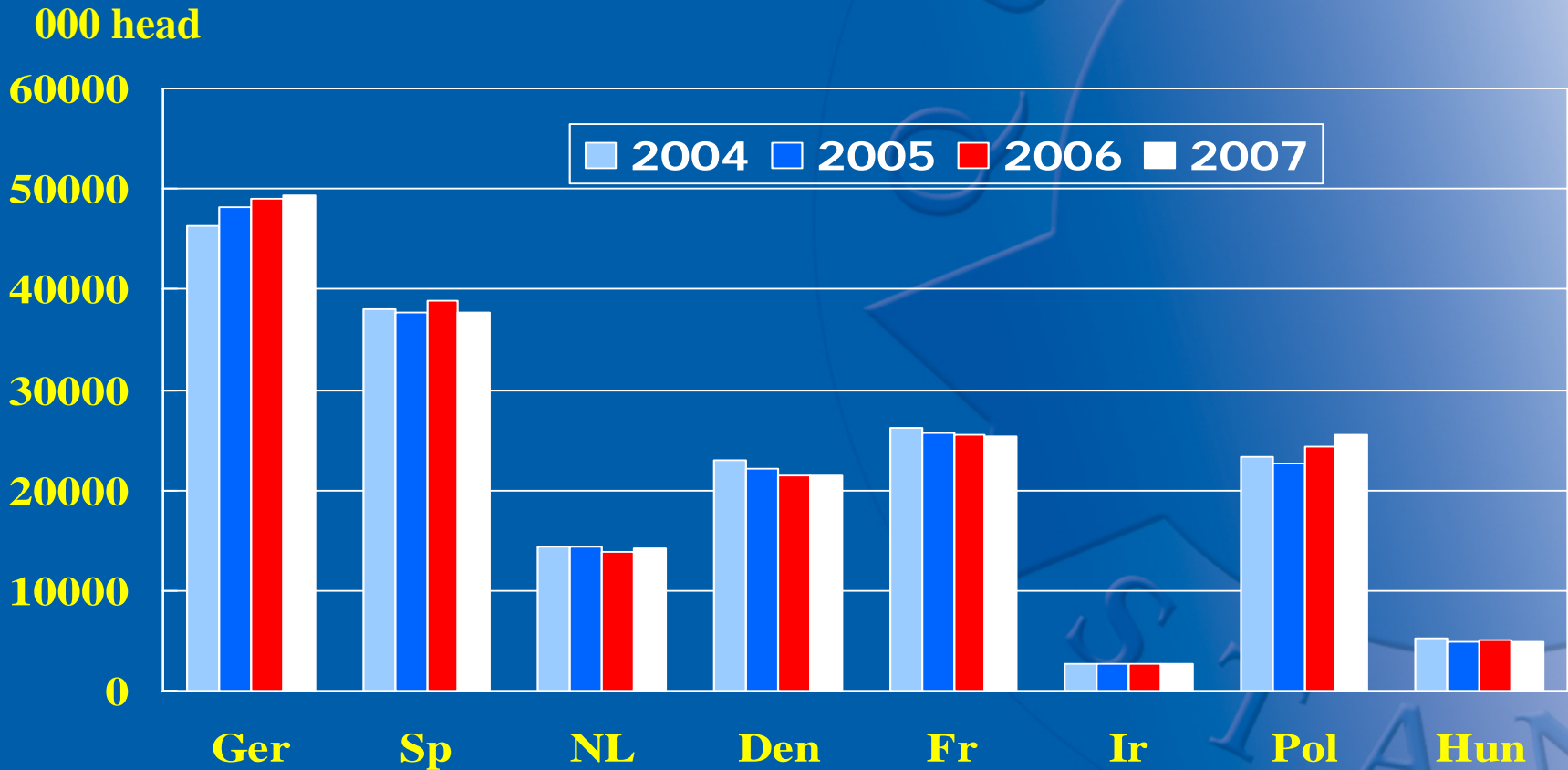
000 tonnes



# The Outlook for 2006



# EU pig slaughterings 2004-2007

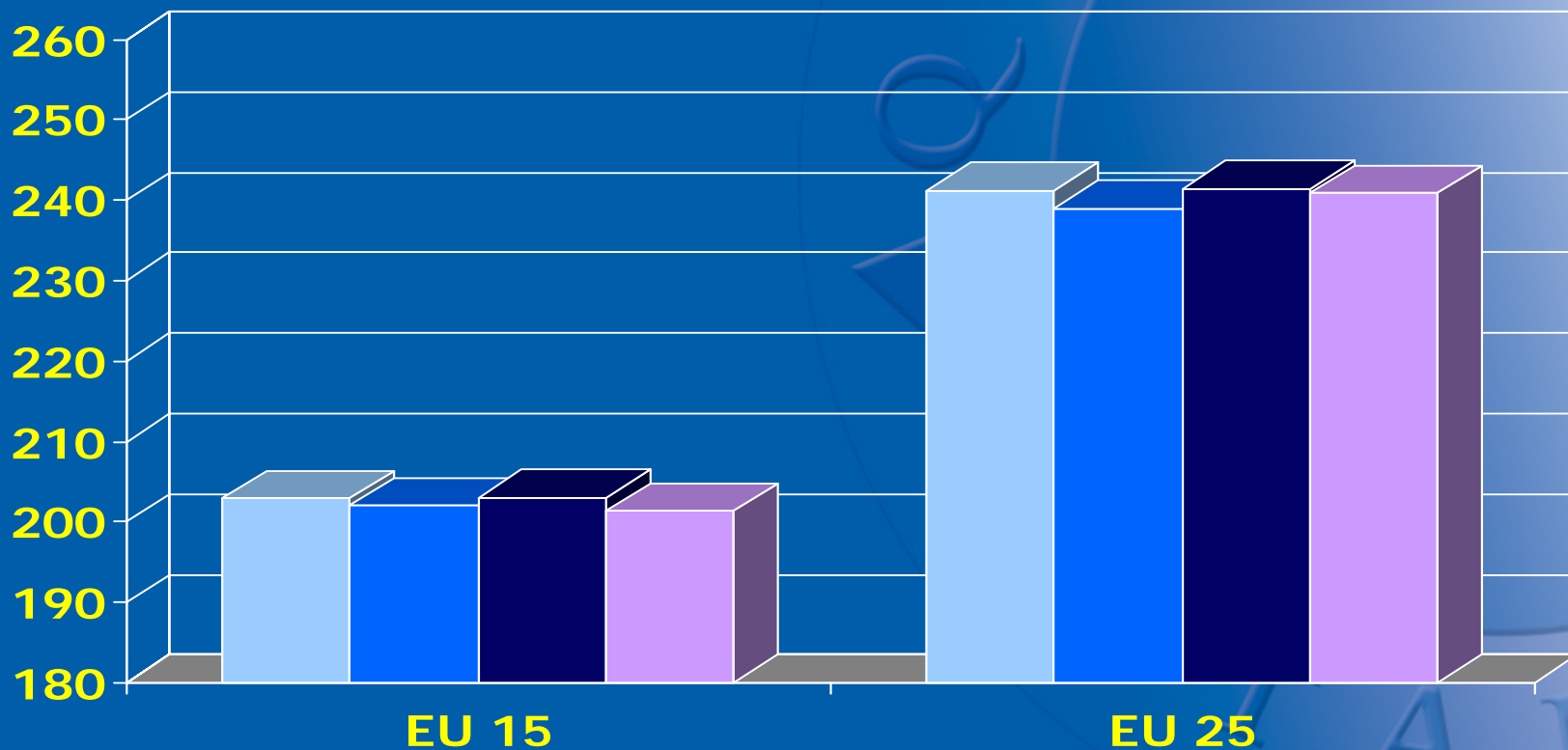


Source: EU Commission



# Total EU pig slaughterings 2004-2007

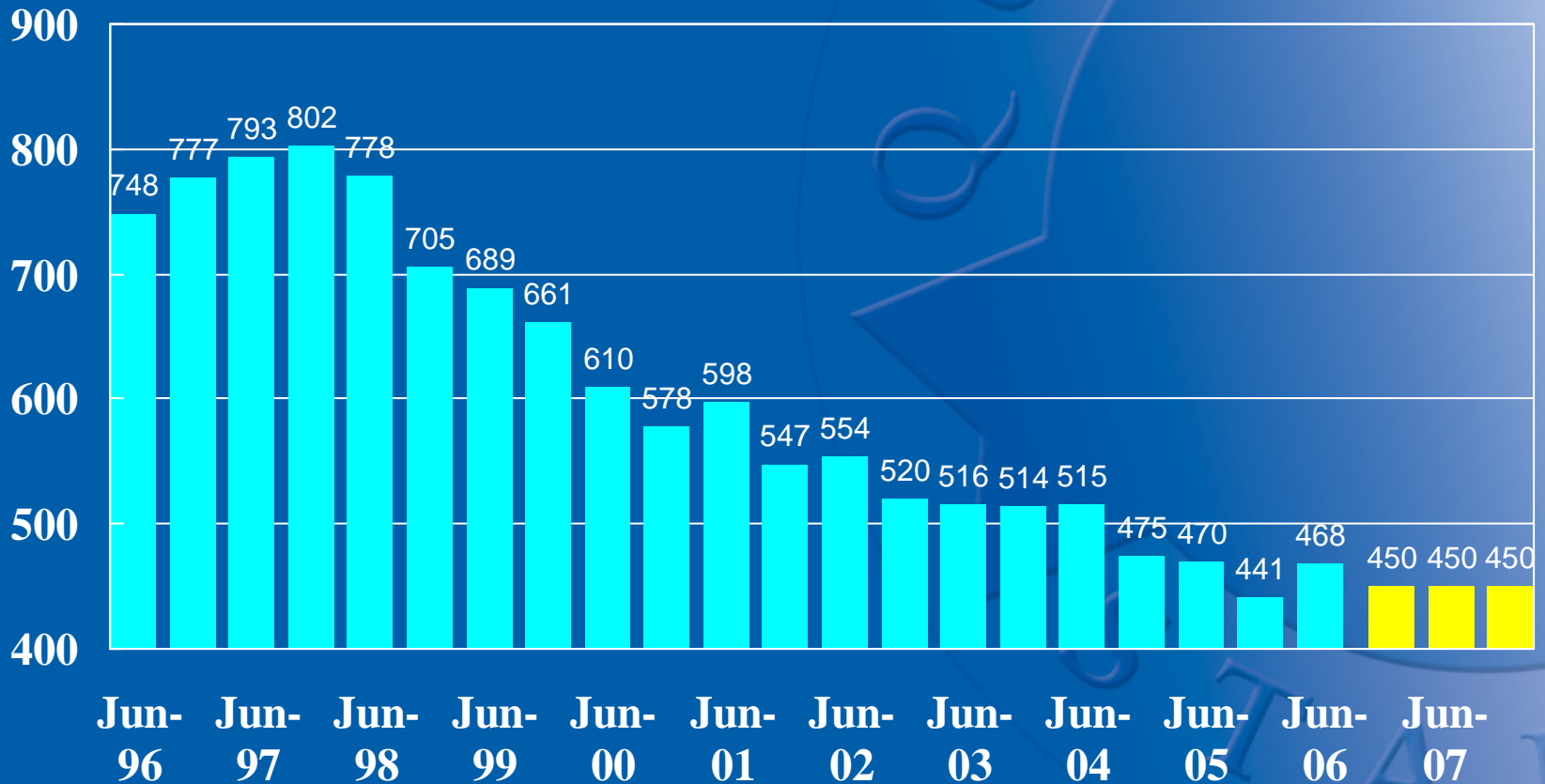
million head



Source: EU Commission



# UK Breeding herd forecasts



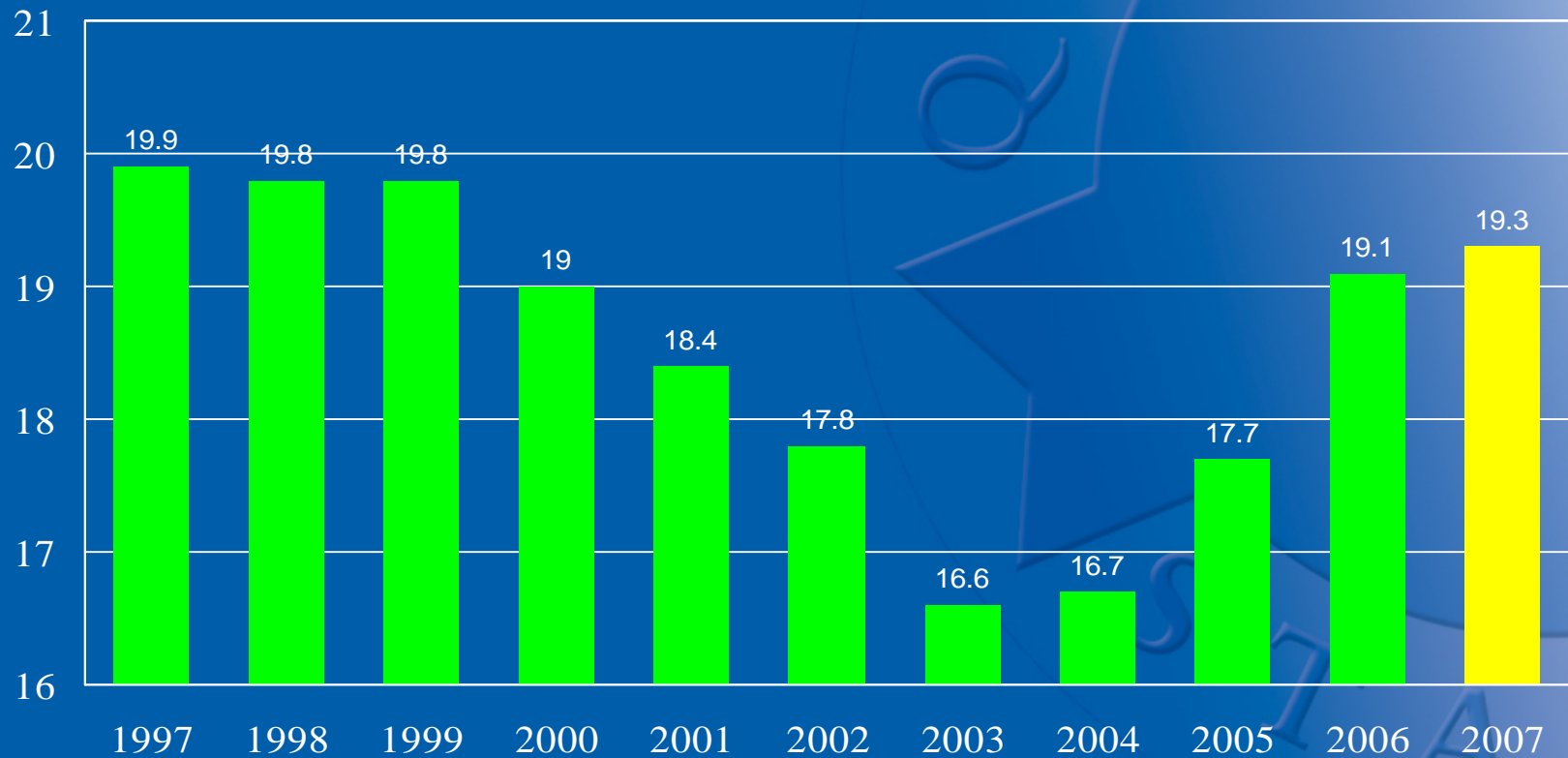
# Estimated sow productivity trends

pigs slaughtered per sow per year



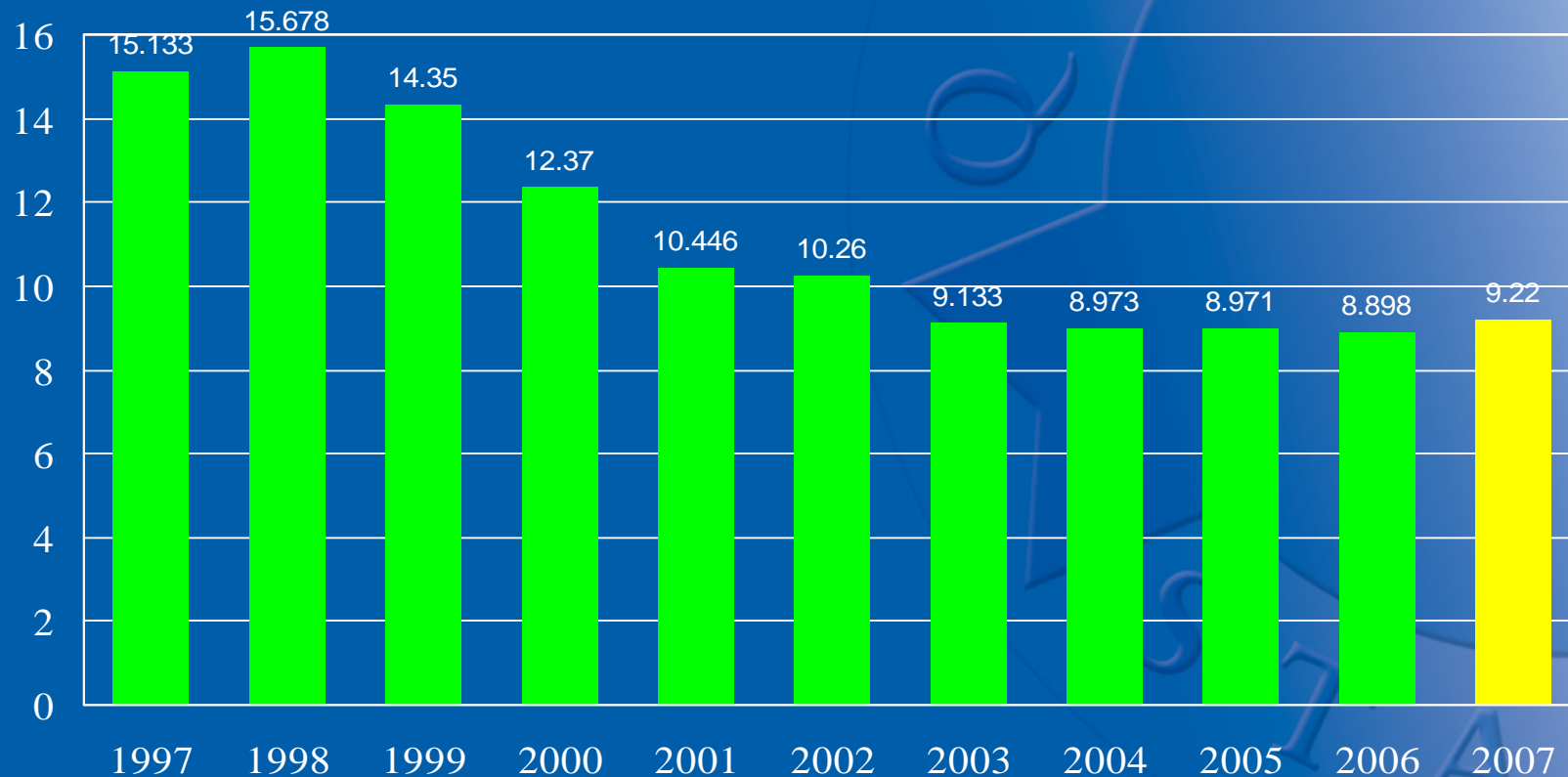
# Annual sow productivity trends

pigs slaughtered/sow/year.



# Trends in pig slaughterings

million head



# UK clean pig carcass weights



# Key Issues for 2007

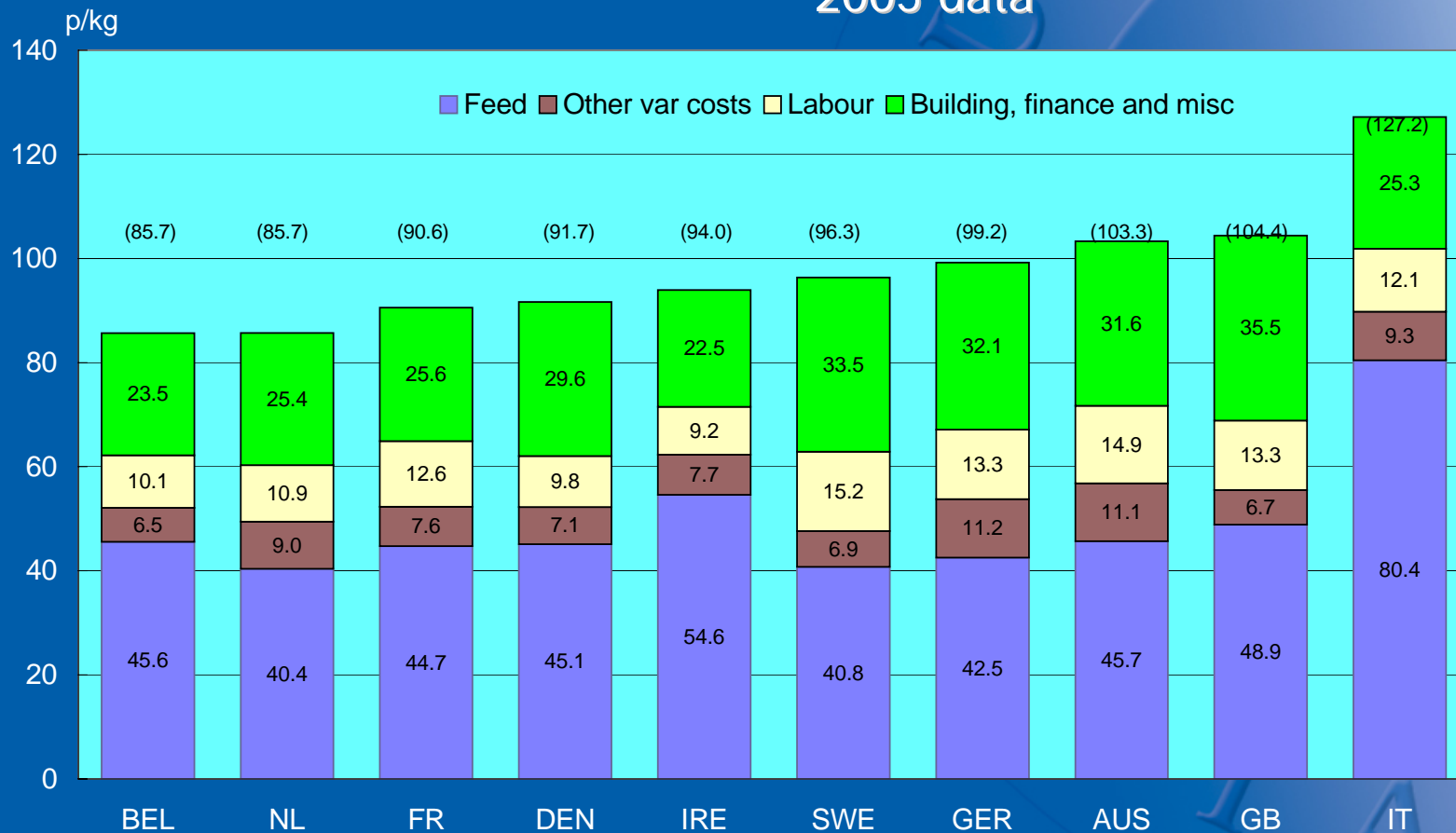
- Cost of Production and competitiveness



# EU Pig Production Costs

EU Cost of Production Report, BPEX 2006

2005 data



# Key Issues for 2007

- Cost of Production and competitiveness
- Training



# Training



STAGE 3



Certificate of Competence in  
Pig Unit Supervision & Operation

**LEARNER HANDBOOK**

**ASDA**

Proud to support training in the British pig industry in partnership with:





STAGE 3

Certificate of Competence in  
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Proud to support training in the British pig industry in partnership with:



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# Key Issues for 2007

- Cost of Production and competitiveness
- Training
- Environment



# Environment

- IPPC
- The legislative burden
- P.I.E.S.
- Climate Change



# Key Issues for 2007

- Cost of Production and competitiveness
- Training
- Environment
- Feed prices



# Feed prices

- Weather
- Bio-fuels
- UK impact, EU impact or global impact
- Risk Management

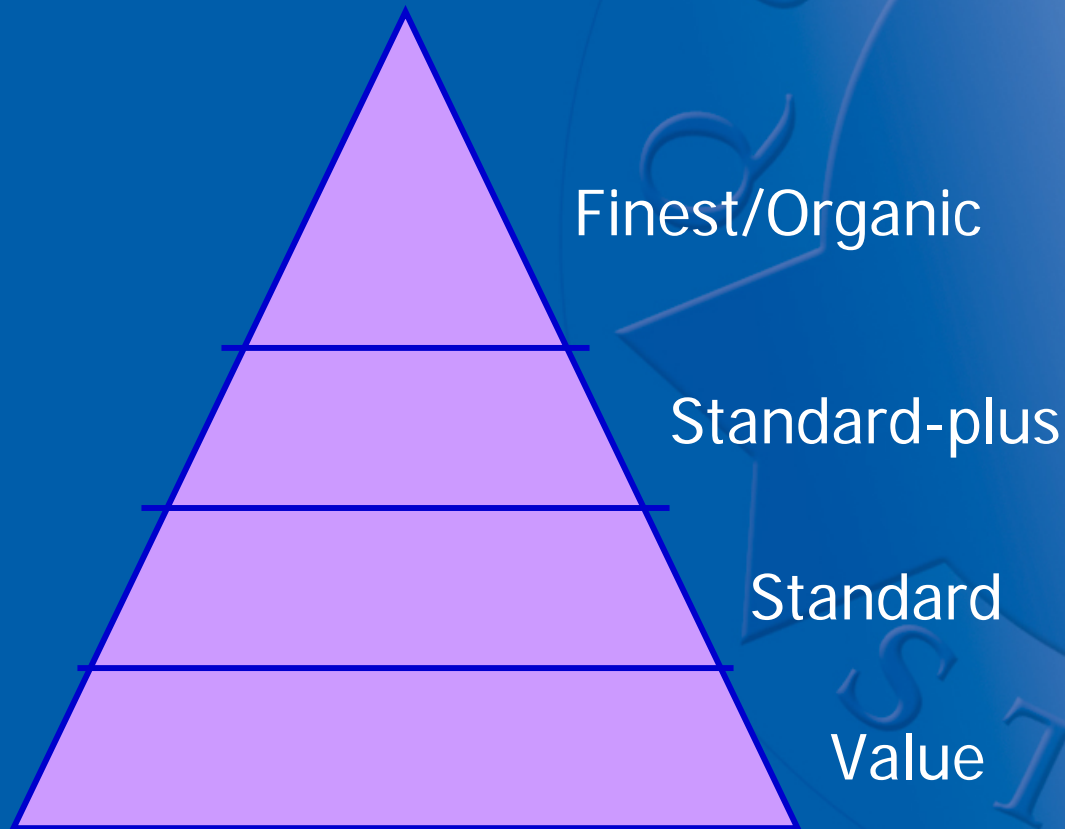


# Key Issues for 2007

- Cost of Production and competitiveness
- Training
- Environment
- Feed prices
- Securing the premium market



# TIERING



(Source: Tesco presentation to JSR Conference)



# TESCO PORK



£3.74/kg



£4.98/kg



£5.92/kg

Finest  
(no picture available)





**£3.72/kg**



**£7.08/kg**



**£9.92/kg**



**£11.52/kg**

# TESCO SAUSAGES



£0.54



£0.94



£1.48



£2.09

## Zap the Bug!

### Prevent spread of Salmonella on your farm:-



- Use boot dips and change them regularly
- Isolate incoming breeding stock
- Make ALL-IN/ALL-OUT the rule on your farm
- Minimise mixing between litters and between sources
- Isolate sick pigs and do not mix them with healthy pigs again
- Maintain feed security - closed bins, bird and rodent-free stores



ZAP Salmonella Programme

For further details contact 01908 844331

Produced with the assistance of the Veterinary Laboratories Agency



# Key Issues for 2007

- Cost of Production and competitiveness
- Training
- Environment
- Feed prices
- Securing the premium market
- Health



**E**  
Briti

With our new Love Pork campaign, more consumers will be looking for pork carrying the Quality Standard Mark

75% of consumers say the Quality Standard Mark is relevant to their purchasing decision

64% say their trust in the retailer would increase if the Quality Standard Mark was added to pre-packed product

93% believe that pork which does not meet UK Quality Standard Mark standards should not be imported

Make sure you're up to the Mark



Lean Pork  
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Simply *Love* it

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ALL EYES ON IGD ROLL OF HONOUR p46

KEEPING THE CONSUMERS SWEET p49



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