

PIG STUDY GROUP MEETING 2008

Some 24 Scholars and potential Scholars attended the 3rd Pig Study Group Meeting held at the Farmers Club in early October.

Two recently returning Scholars, Chris Fogden and Wendy Houston, kick started proceedings with an insight into their travels to Europe and North America, respectively, looking at opportunities for co-operation and improving meat quality.

Heather Gorringe, 2007 Nuffield Scholar of Wiggly Wiggles' fame, also gave a report and exploded the myth of 'niche' and 'commodity' marketing, explaining the benefits of social media.

The Farmers Club served the group with a fabulous pork based dinner. This included a starter comprising warm black pudding haslet and a pig trotter's salad!

After dinner, Steve McKendrick, a 2002 Scholar, provided a humorous and entertaining overview of his diverse businesses – including farming in Latvia, buildings renovation and shop retailing.

Opening the programme on Saturday morning, Richard Longthorp, BPEX Board Member, launched the new Merial/BPEX Nuffield Scholarship Award.

Phil Woodall, MD of Allied Livestock Marketing and Sullivan's Poultry, then gave a paper on the similarities and differences between the pig and poultry sector, including how the sectors have responded to recent feed increases and the current credit crunch.

The final speaker of the weekend was Chris Lamb, BPEX Marketing Manager. Chris wowed the audience with an update on the hugely successful "British Pigs are Worth It" campaign and ideas for the campaign future.

Overall, it was well attended group meeting and will hopefully provide us with some good prospective new scholars in the future.

Steve Ward



Chris Fogden NSch reports on some of his findings from his studies into 'Further opportunities for co-operation in the UK pig industry'.

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Richard Longthorpe launches the BPEX/Merial Nuffield Scholarship Award.



Chris Lamb of BPEX speaking on the 'Pigs Are Worth It' campaign.



Phil Woodall, MD Sullivan's Poultry, spoke on lessons to be learnt from the poultry sector.