



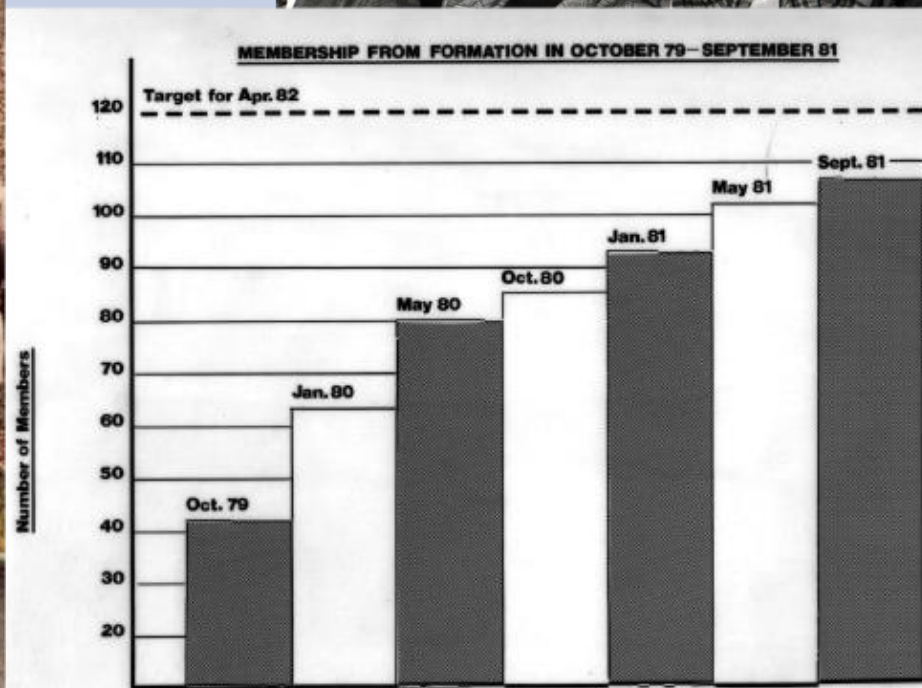
Provenance & Profit: A Strategy for Scotland's Pig Industry

Andy McGowan
Scottish Pig Producers

A stylized, solid blue silhouette of a pig, facing right. The pig has a large, curly tail on the left, a prominent snout on the right, and four legs. The text "Scottish Pig Producers" is centered over the pig's body.

Scottish Pig Producers

History



**GRAMPIAN
PIGS
GO FOR
QUALITY**

SINCE ITS formation in late 1979, Grampian Pig Producers Limited, a pig procurement and marketing co-operative in the North East of Scotland, has made giant strides in its marketing activities.

Speaking at its first agm chairman Douglas Cargill of Coldstream, Laurencekirk, illustrated the success of the co-operative by comparing achievements at the beginning and end of its first year of trading. These were:-

To achieve this aim Grampian Pig Producers has been working closely on a contractual basis with two well-known meat processing firms, William Donald of Perthshire and Halls of Bruchurn.

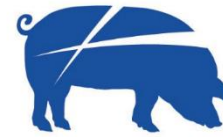
This was the essential ingredient in achieving the long term aim of the co-operative, which was to substitute part of the importation of pig meats from Denmark, Eire, Holland and Poland by increasing volume sales of Scottish pig products in Scotland.

A television advertising campaign in the Grampian region on the theme of "Quality comes First" advertises the link-up between Halls of Bruchurn and Grampian Pig Producers. This is being supported by point of sale material throughout the full range of outlets.

This tie in between efficient farmers' co-op and sophisticated companies must be seen.

Display involving Halls and Grampian Pig

Scotland



SCOTTISH PIG PRODUCERS LTD

Quality comes first



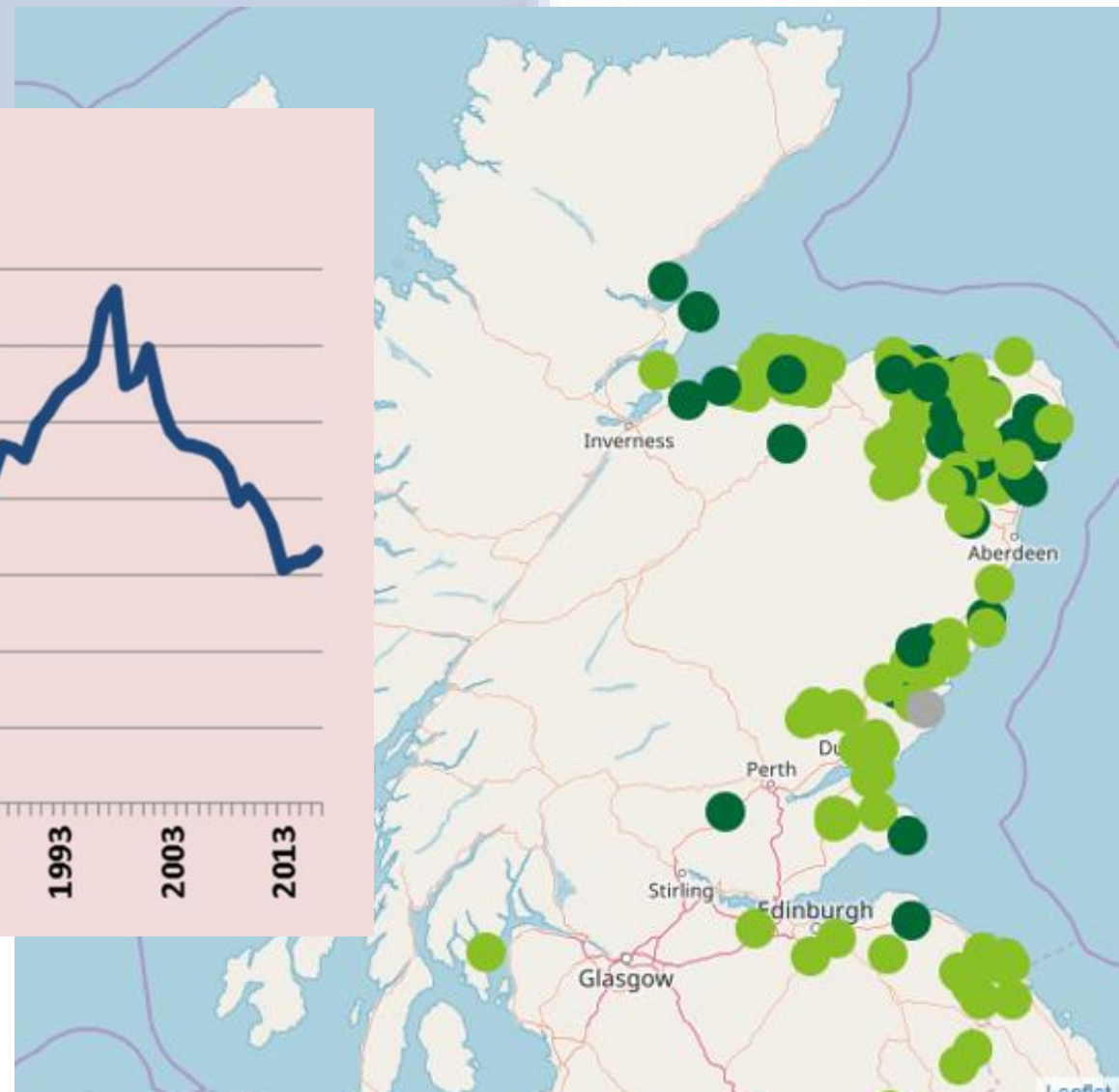
Northern Ireland



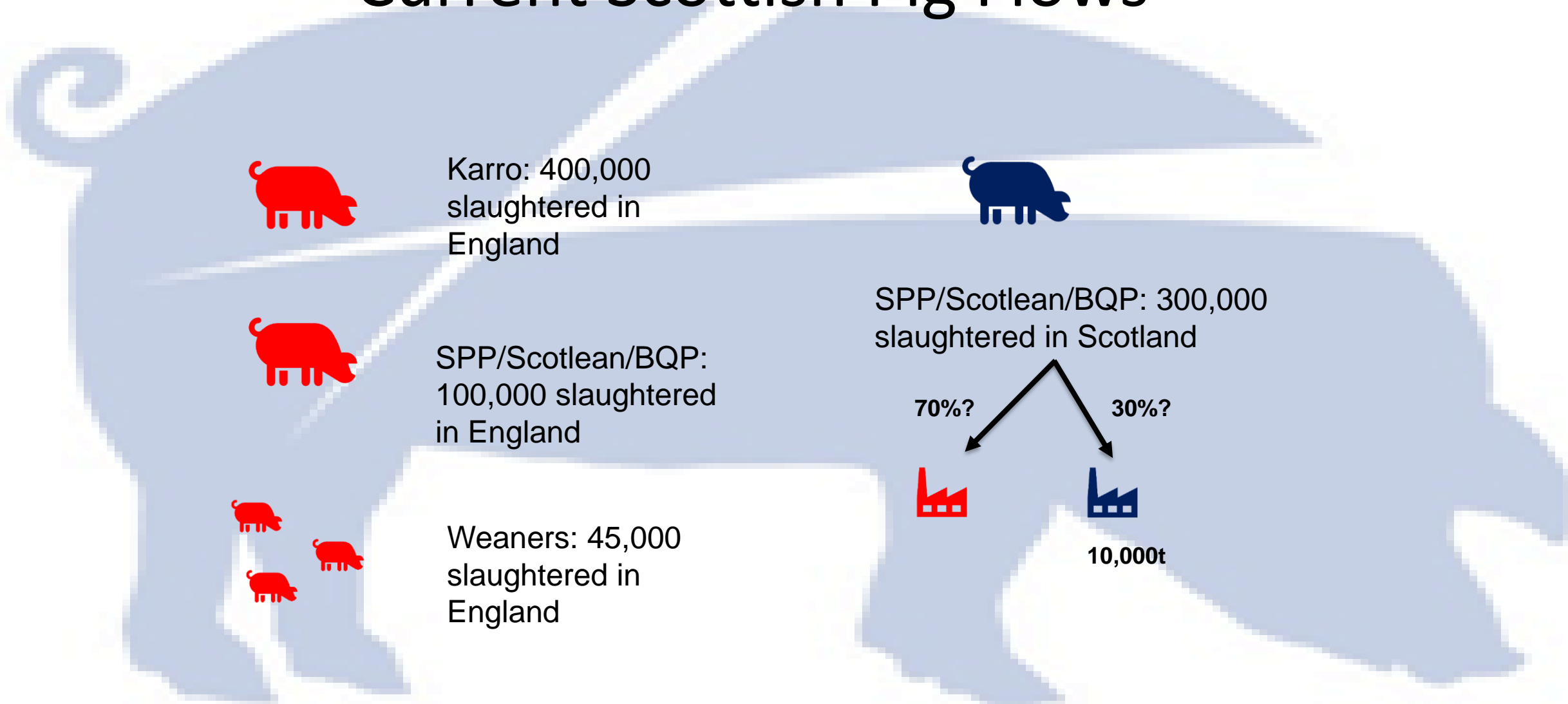


Current Situation

Pigs in Scotland



Current Scottish Pig Flows



Scotland Food & Drink



To double the value of the food and drink industry in Scotland to £30bn

Strategy Launched in June



Provenance and Profit

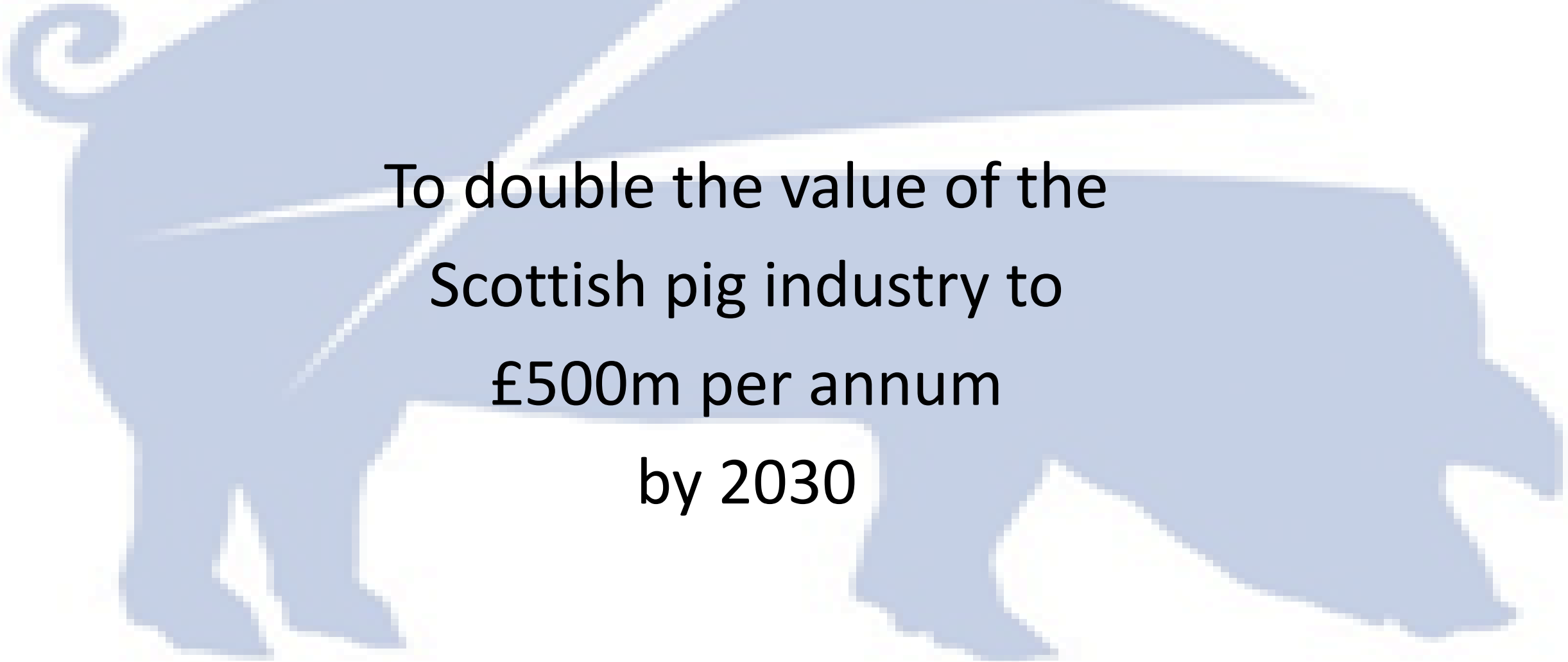



A strategy
for Scotland's
pig industry

Scotland
A LAND OF
food and drink

Objective

To double the value of the
Scottish pig industry to
£500m per annum
by 2030





Building Integrated, Innovative, Sustainable
and Profitable Supply Chains

1. Form an Industry Leadership Group

- 
- Independent Chair – Marion McCormick
 - Health Group Chair – Grace Webster
 - Marketing Group Chair – Philip Sleigh
 - Research Group Chair – Jos Houdijk
 - Regulation Group Chair – Jamie Wyllie
 - QPL Chair – Roderic Bruce
 - Scotland Food & Drink – James Withers
 - Quality Meat Scotland – Alan Clarke
 - Scot Gov – John Davidson
 - Public Sector Agencies – Nicola Watt
 - Tulip rep – Andrew Saunders
 - Brown Brothers – Wayne Godfrey
 - Robertsons – Barry Robertson
 - Scotlean – Richard Butterworth
 - SPP – Patrick Stephen
 - Karro – William De Klein
 - Secretariat – Andy McGowan

2. Develop Collaborative and Efficient Supply Chains

Contract kill discussions

- Woodheads
- Brown Brothers
- Robertsons

Market Driven Supply Chain Reviews

- Robertsons
- Mill of Carden

Scotland Food & Drink Supply Chain Board



3. Use R&D to Build Distinctiveness

Projects Underway

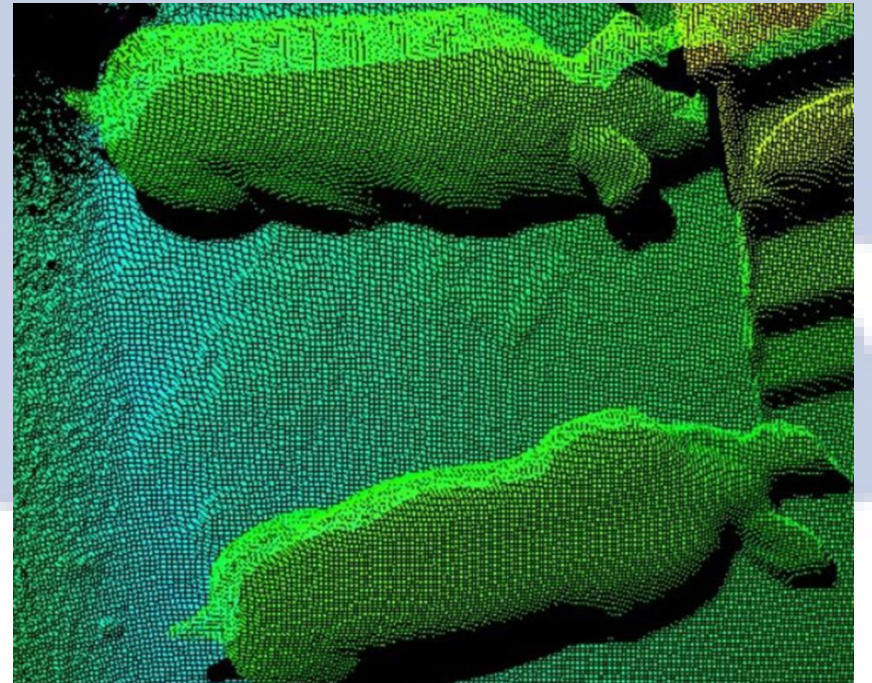
- Tailtech
- Carbon Trotterprints
- ZWS Feasibility Study for CO2 Capture from AD Plants

Projects Planned

- Feedback of Boning Yield Info (NI)
- Innovative Tools for Measuring EQ
- Analysis of sensors and datasets

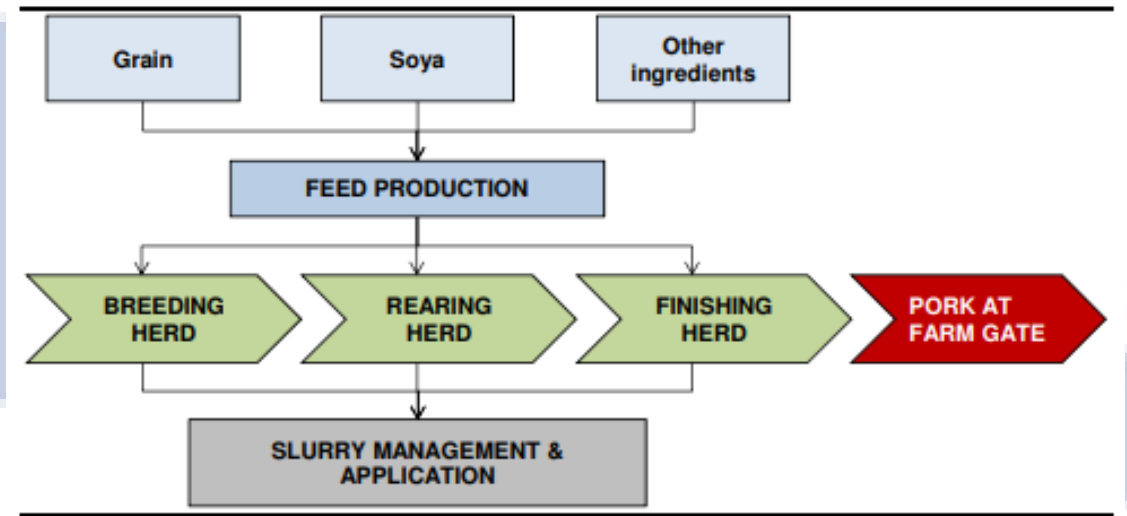
Other Activity

- NFUS pigs WG visit to Roslin
- Pig R&D Committee



Carbon Trotterprints

- Developing novel Tier II/III carbon footprinting methodology for application on Scottish pig sector
- Identifying low carbon and/or ammonia emitting feeds that can be practically used in Scotland
- WP(S), SRUC, Harbro, Norvite, ECV
- Julian Bell, Ilkka Leinonen, George Chalmers
- Funded by Interface



4. Ensure “Fit for Purpose” Regulation & Regulatory Compliance

Underway

- Scottish Meat Industry Forum (FSS, Hallmark, Scot Gov)
- IPPC Liaison Group
- SAMW

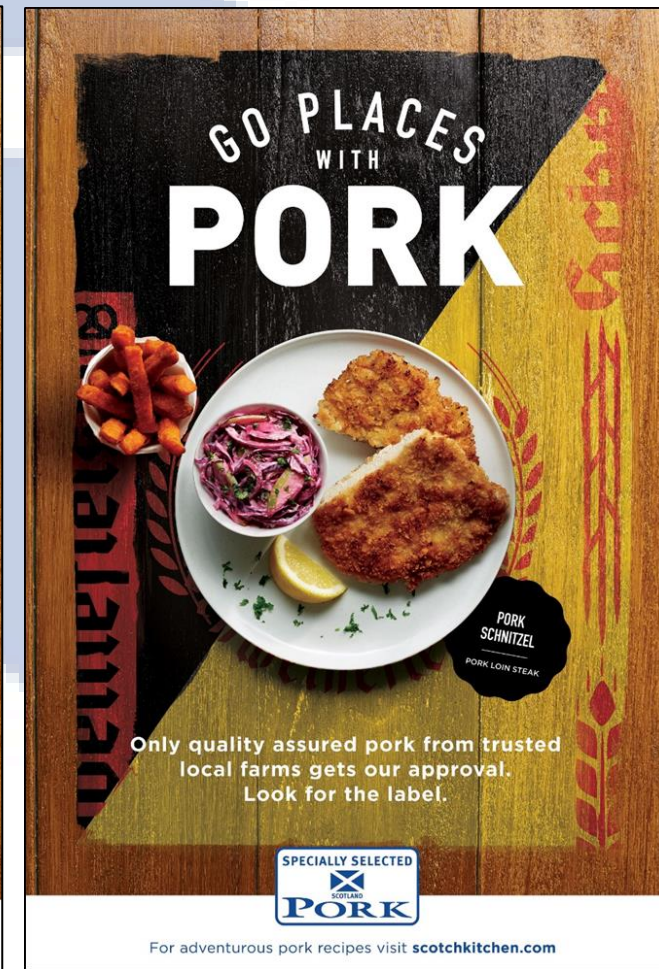
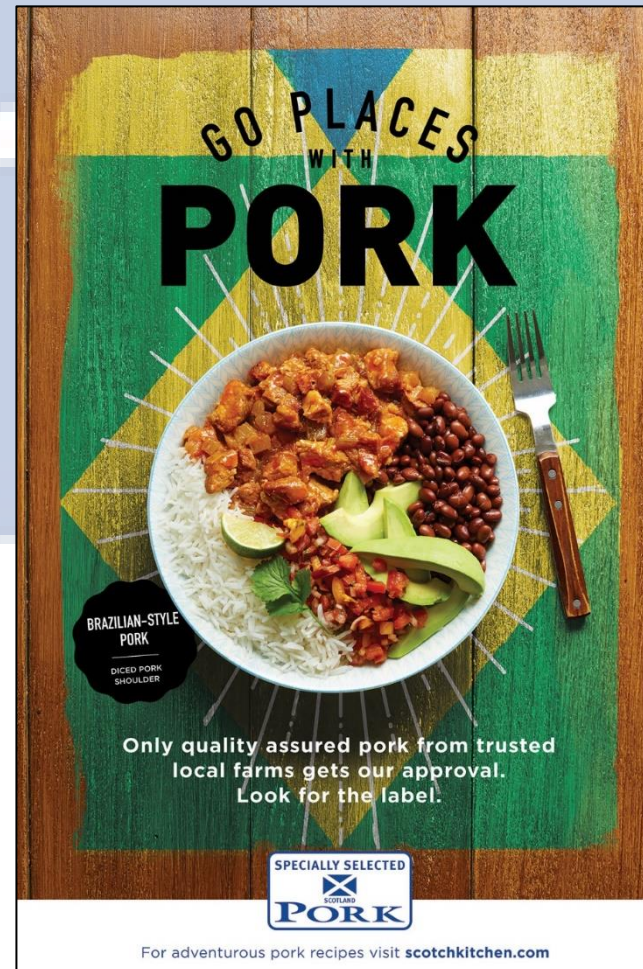
To Do

- NFUS setting up Pig Regulation Group (SEPA, FSS, RPID, APHA, QMS, Scottish SPCA)



Increasing the Demand For and Value of
Specially Selected Pork

5. Review & Build Consumer-Relevant USP's for Specially Selected Pork



6. Develop Understanding of Opportunities for Specially Selected Pork and Processed Products



7. Use Market Intelligence and Prompt Export Certification to Maximise Carcase Balance

- UK Export Certification Partnership
- China certification
- Ring-fenced fund joint (£1m/yr) activity – trade shows; outward & inward missions; market research
- QMS & AHDB Brexit impact assessments



8. Improve Product Consistency & Eating Quality

- Develop practical tools to measure quality at line speed
- Identify and share factors influencing quality with producers
- Main resource is Dr Rojas Bonzi, links with Agri-EPI & Neil Clelland
- Funded by KTIF
- Also undertaking the quality measurements for TailTech

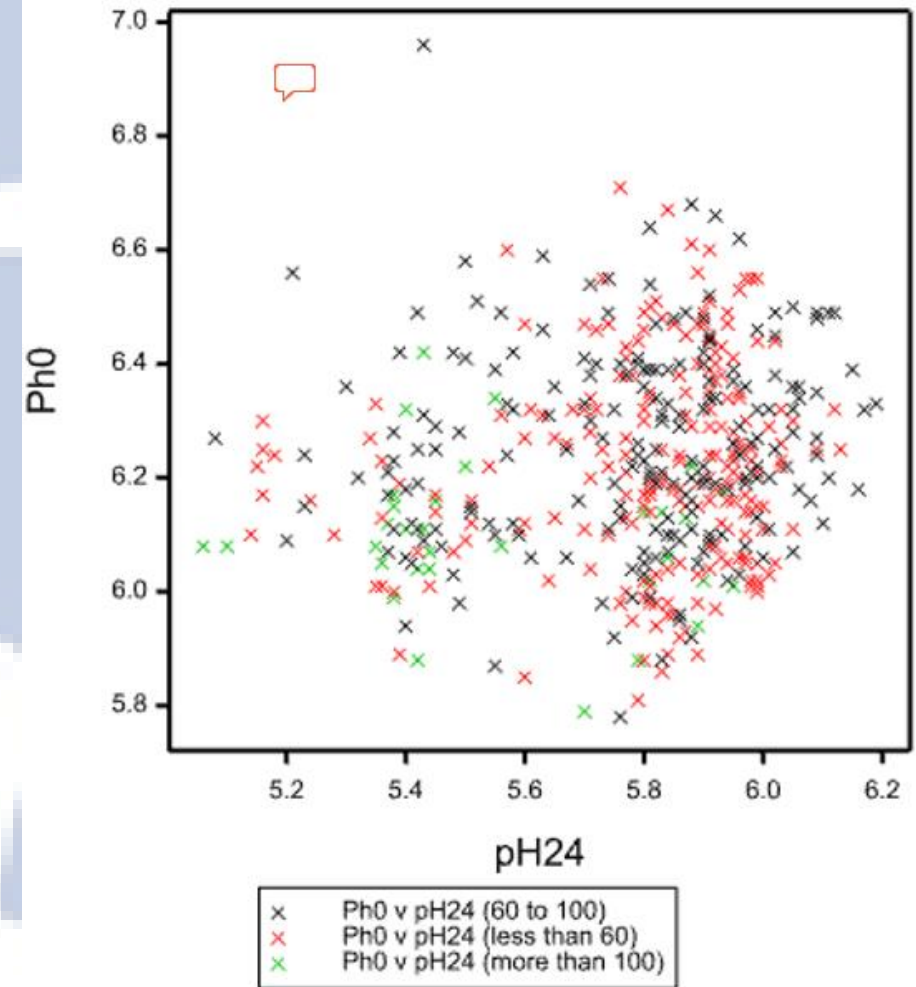
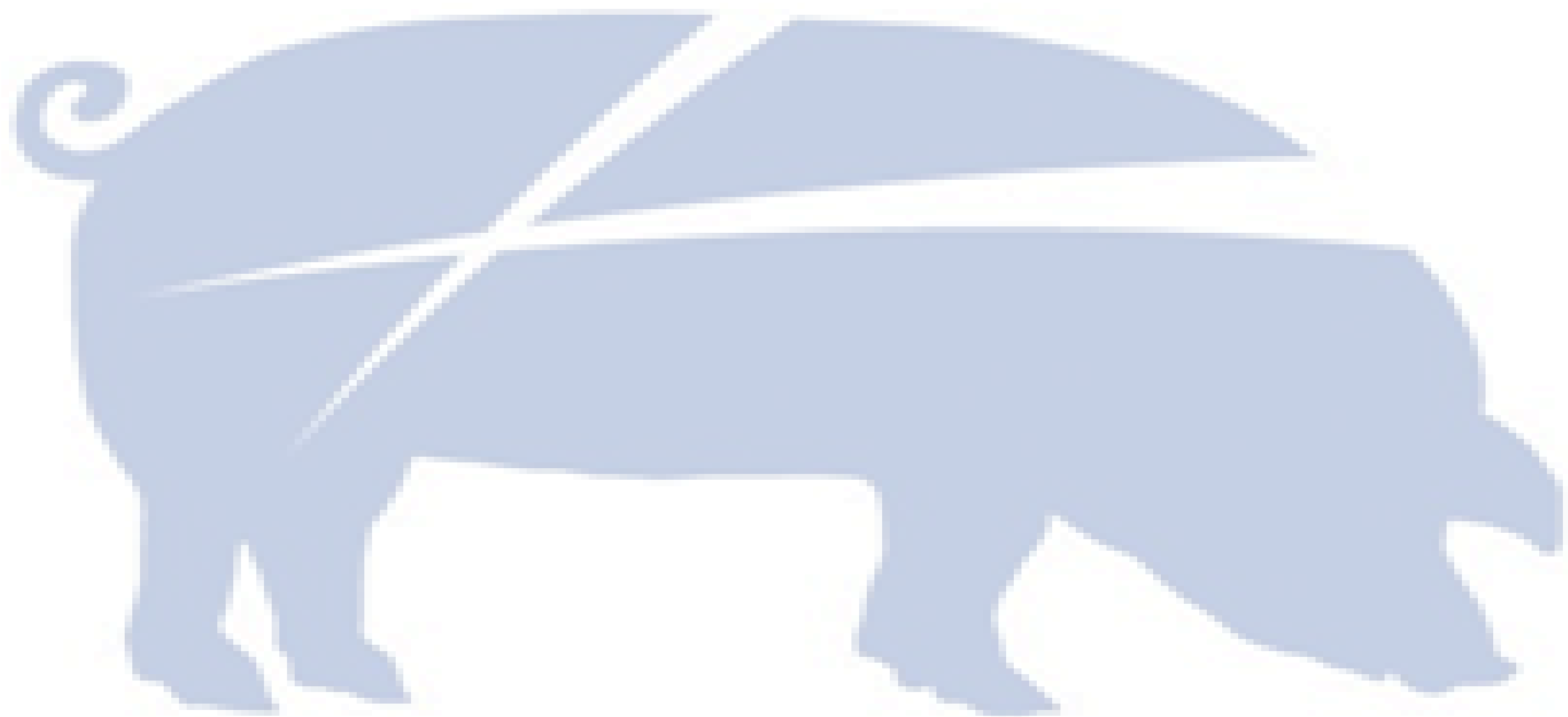


Figure 10. pH0 as function of pH24 from farms traveling different distances to the abattoir.



Driving Investment in Infrastructure, People,
Skills and Herds



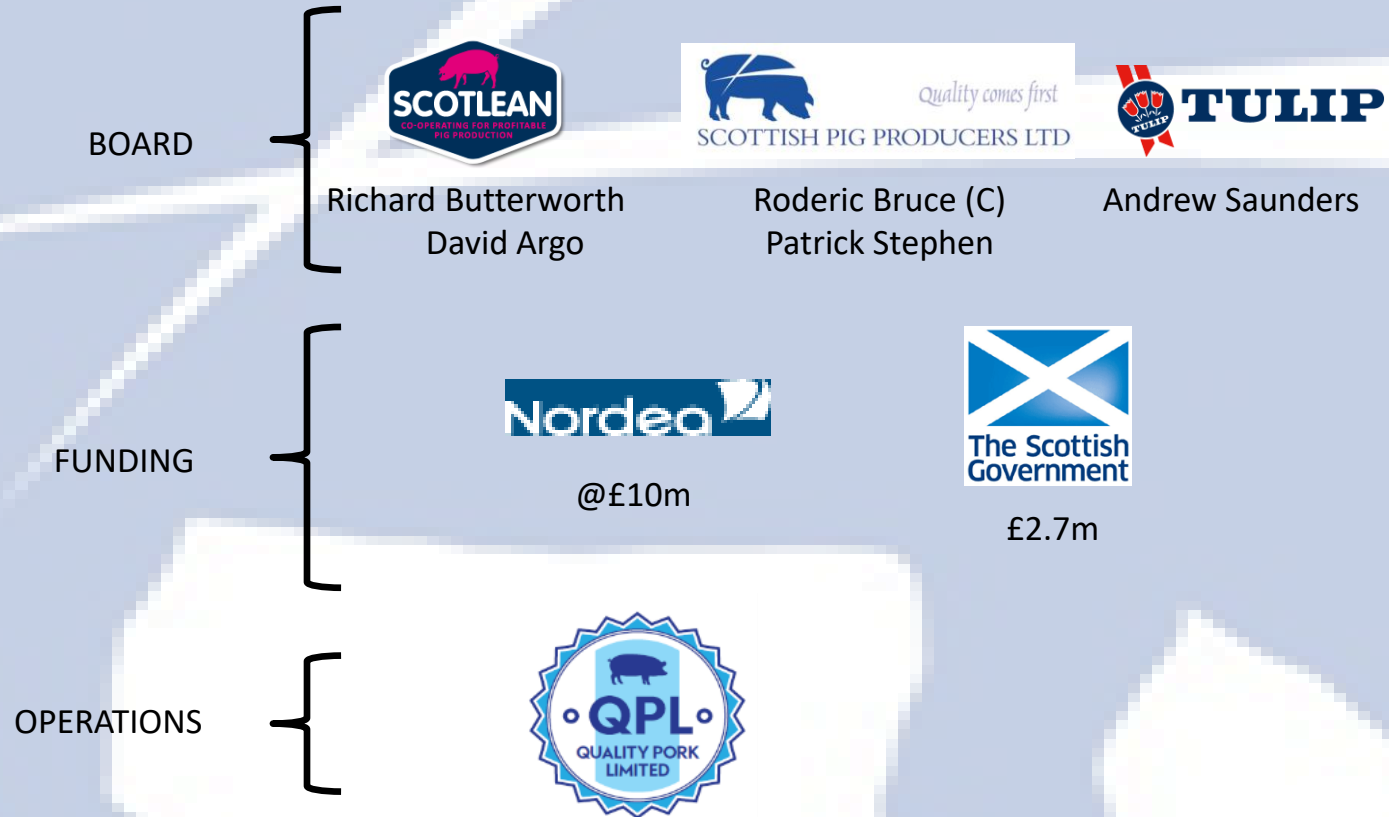
Halls of Broxburn -2013



Halls of Broxburn - 2014



QPL Structure



Supply Chain

PRODUCTION



SLAUGHTER



CUTTING &
PACKING



Cull Sows

Dawkins
International Ltd

QPL Brechin



2016



2017



Today



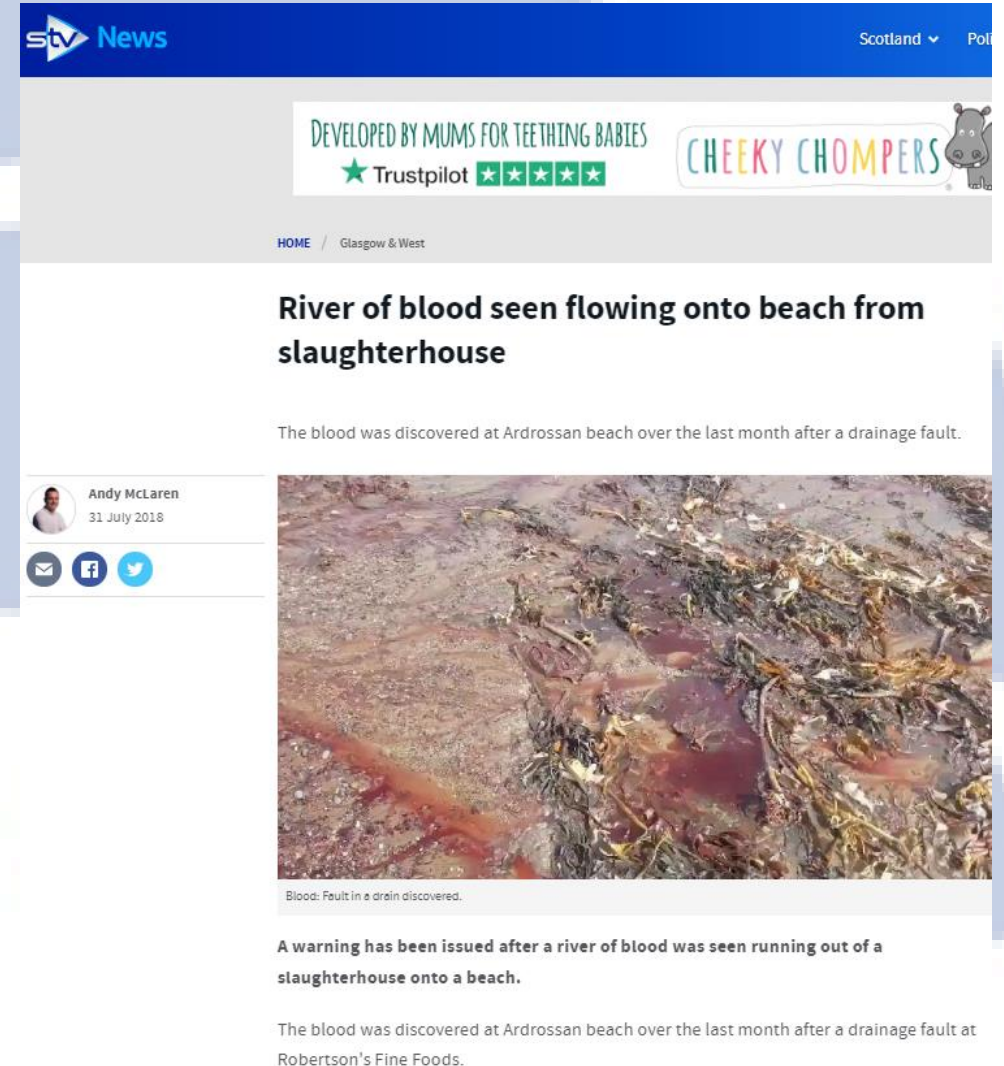
9. Increase Slaughtering & Processing Capacity

Positive

- £560k FPMC grant for lairage, 2nd wash bay, equipment washing at Brechin
- Contract kill discussions with Woodheads

Negative

- Dunbia have shut their boning plant at Drongan (old Nimmo site)
- Dunblane, Orkney and Elgin abattoirs closed, with Scotbeef Inverurie imminent



10. Address Medium-Term Skills Gaps and Map the Skills of the Future



Skills Investment Plan For Scotland's food and drink sector

2nd edition



Home page

Foreword

1

Purpose

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Progress and achievements

3

Sector characteristics

4

Skills demand

5

Current provision

6

Skills issues and challenges

7

Action Plan

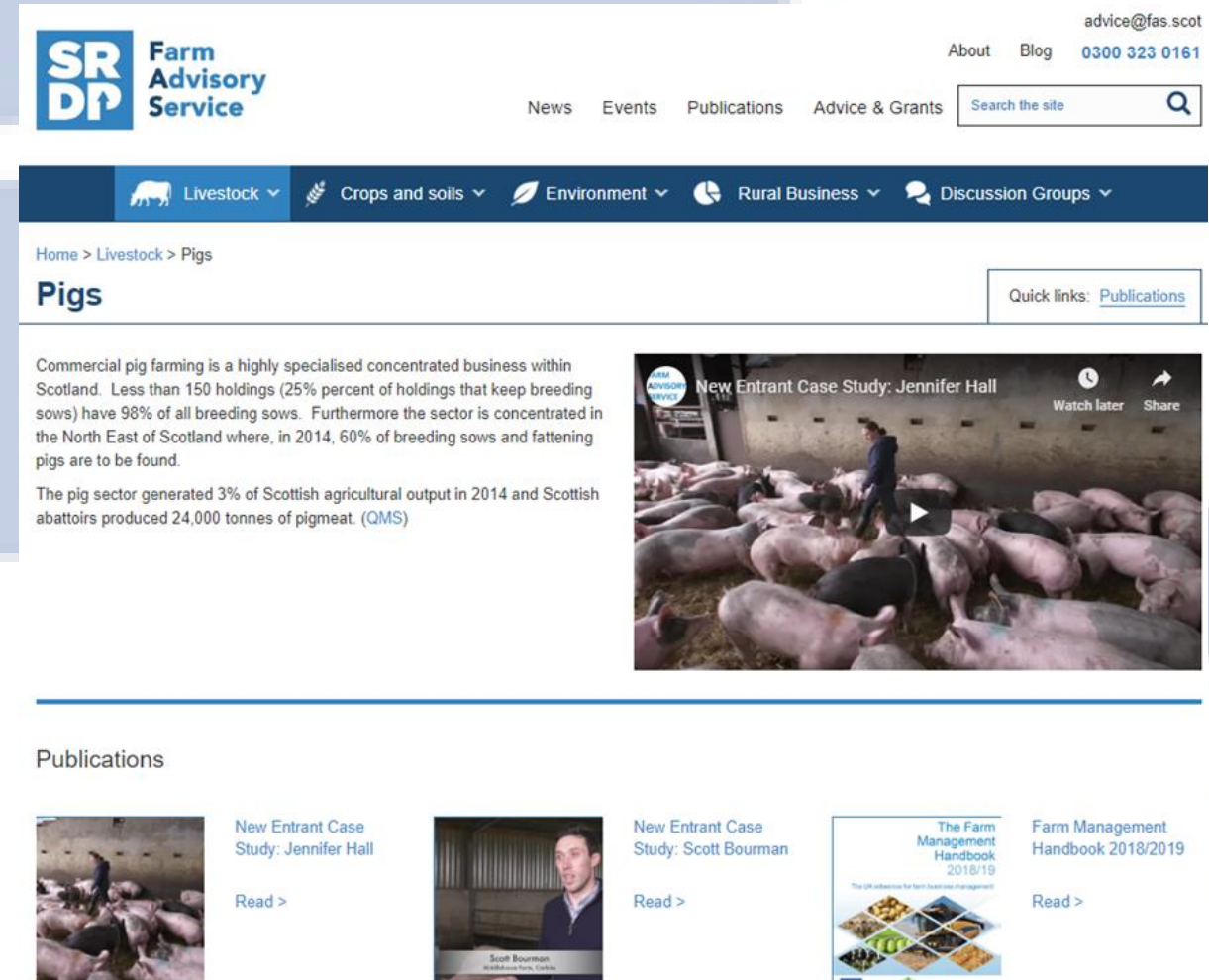
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Monitoring framework

Appendices & Acknowledgements

11. Generate a Pipeline of New Entrants in Pig Farming and Explore Finance Options

- Next Generation groups
- Involvement with Scot Gov Farm Advisory Service for New Entrants
- SRUC presentations
- Promoting pre-apprenticeships and work placements



The screenshot displays the Farm Advisory Service (SRDP) website. The header includes the SRDP logo, contact information (advice@fas.scot, 0300 323 0161), and navigation links (About, Blog, News, Events, Publications, Advice & Grants). A search bar is also present. The main navigation bar features dropdown menus for Livestock, Crops and soils, Environment, Rural Business, and Discussion Groups. The 'Pigs' section is highlighted, showing a breadcrumb trail (Home > Livestock > Pigs) and a 'Quick links' box for Publications. The main content area provides an overview of commercial pig farming in Scotland, noting its concentration in the North East and the sector's contribution to Scottish agricultural output. A video player titled 'New Entrant Case Study: Jennifer Hall' is featured, with 'Watch later' and 'Share' options. Below the video, a 'Publications' section lists three items: 'New Entrant Case Study: Jennifer Hall', 'New Entrant Case Study: Scott Bourman', and 'The Farm Management Handbook 2018/2019', each with a 'Read >' link.

advice@fas.scot
0300 323 0161

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News Events Publications Advice & Grants

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Livestock Crops and soils Environment Rural Business Discussion Groups

Home > Livestock > Pigs

Pigs

Quick links: [Publications](#)

Commercial pig farming is a highly specialised concentrated business within Scotland. Less than 150 holdings (25% percent of holdings that keep breeding sows) have 98% of all breeding sows. Furthermore the sector is concentrated in the North East of Scotland where, in 2014, 60% of breeding sows and fattening pigs are to be found.

The pig sector generated 3% of Scottish agricultural output in 2014 and Scottish abattoirs produced 24,000 tonnes of pigmeat. (QMS)

New Entrant Case Study: Jennifer Hall

Watch later Share

Publications

New Entrant Case Study: Jennifer Hall
[Read >](#)

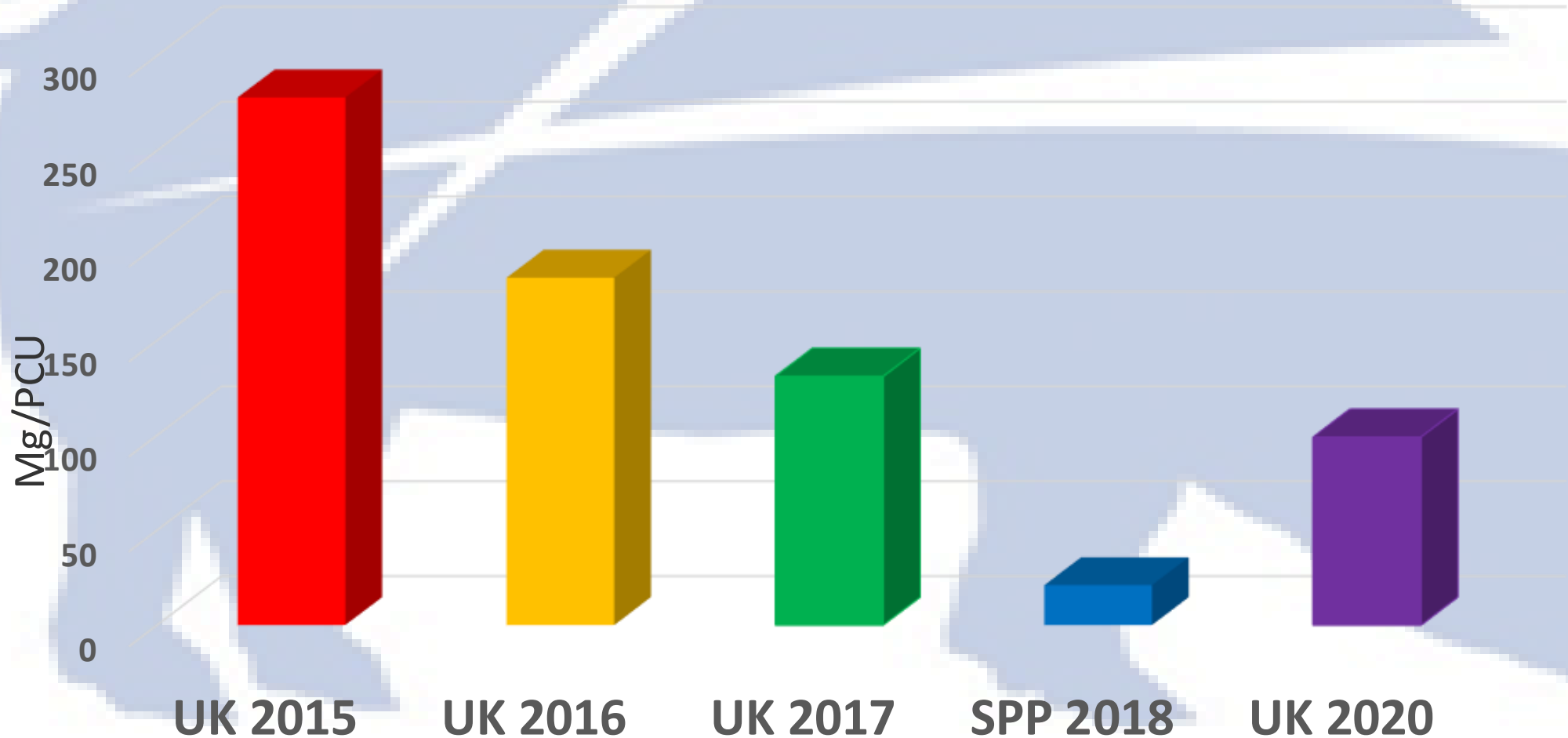
New Entrant Case Study: Scott Bourman
[Read >](#)

The Farm Management Handbook 2018/2019
[Read >](#)

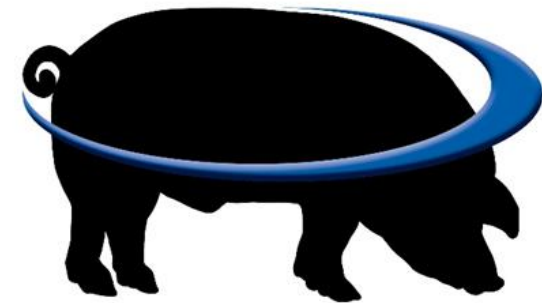


Leading the Way on Herd Health & Welfare
Improvements

12. Reduce the Use of Antibiotics and Zinc Oxide

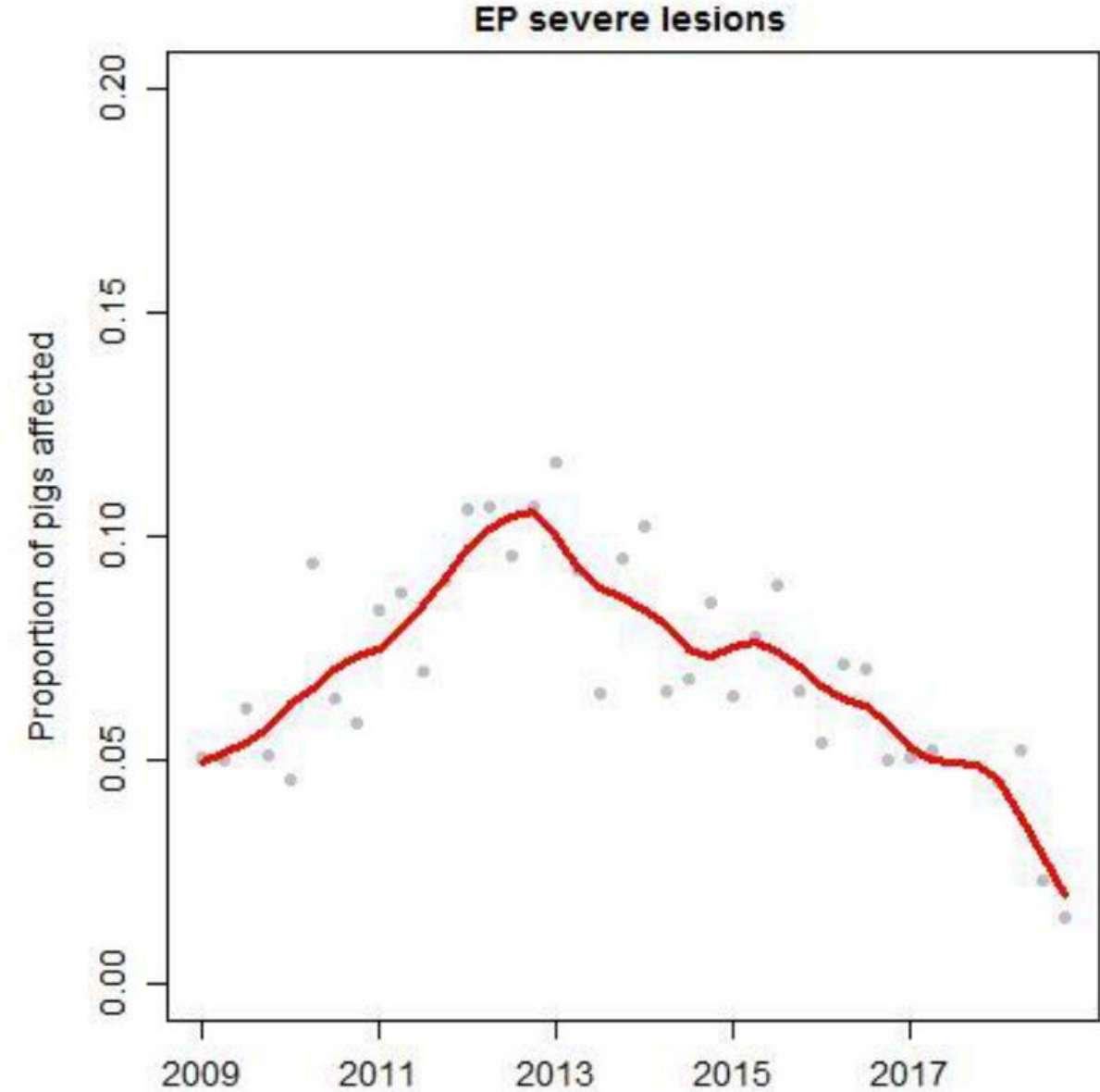
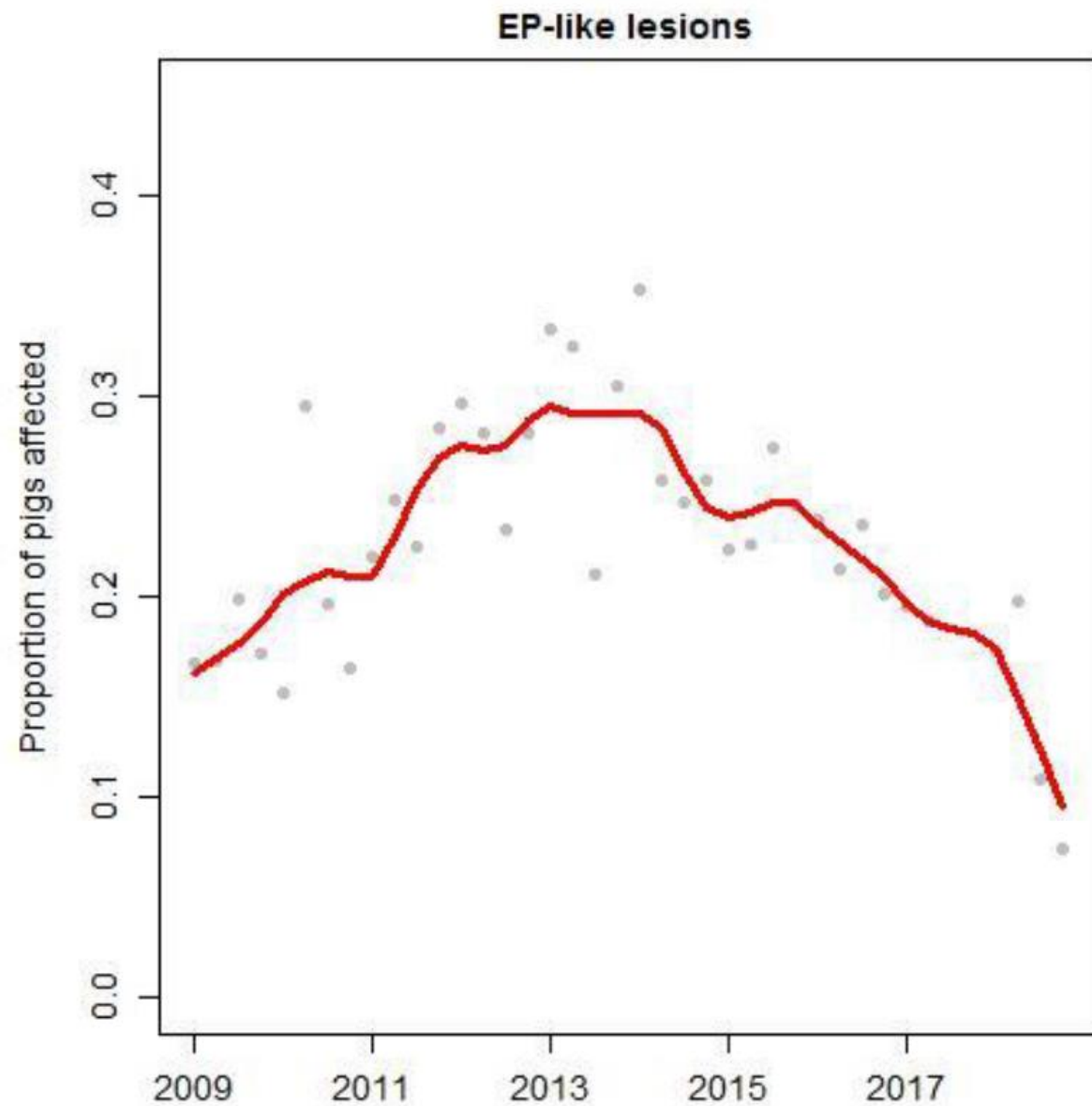


Wholesome Pigs (Scotland) & SPDCC

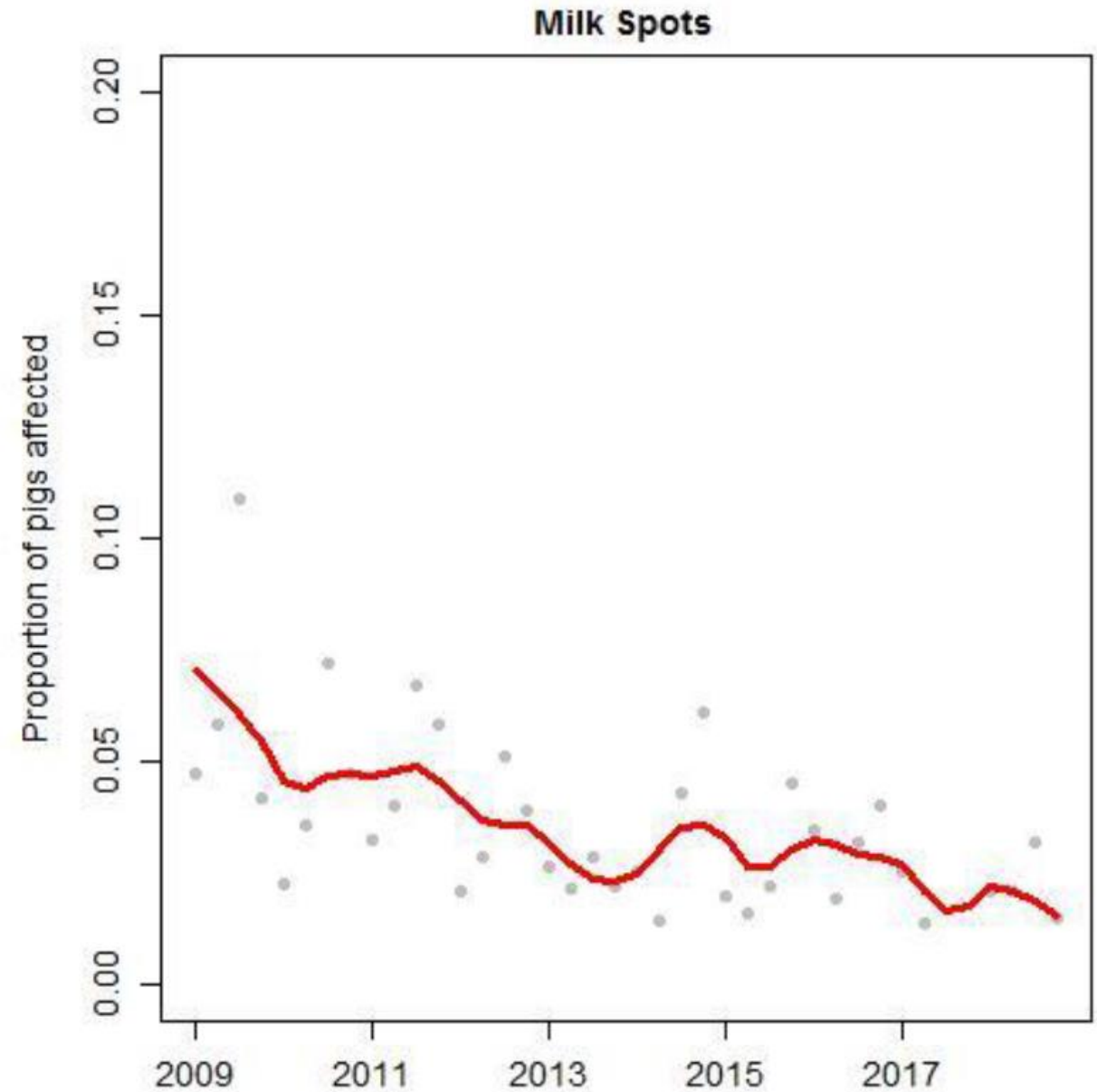
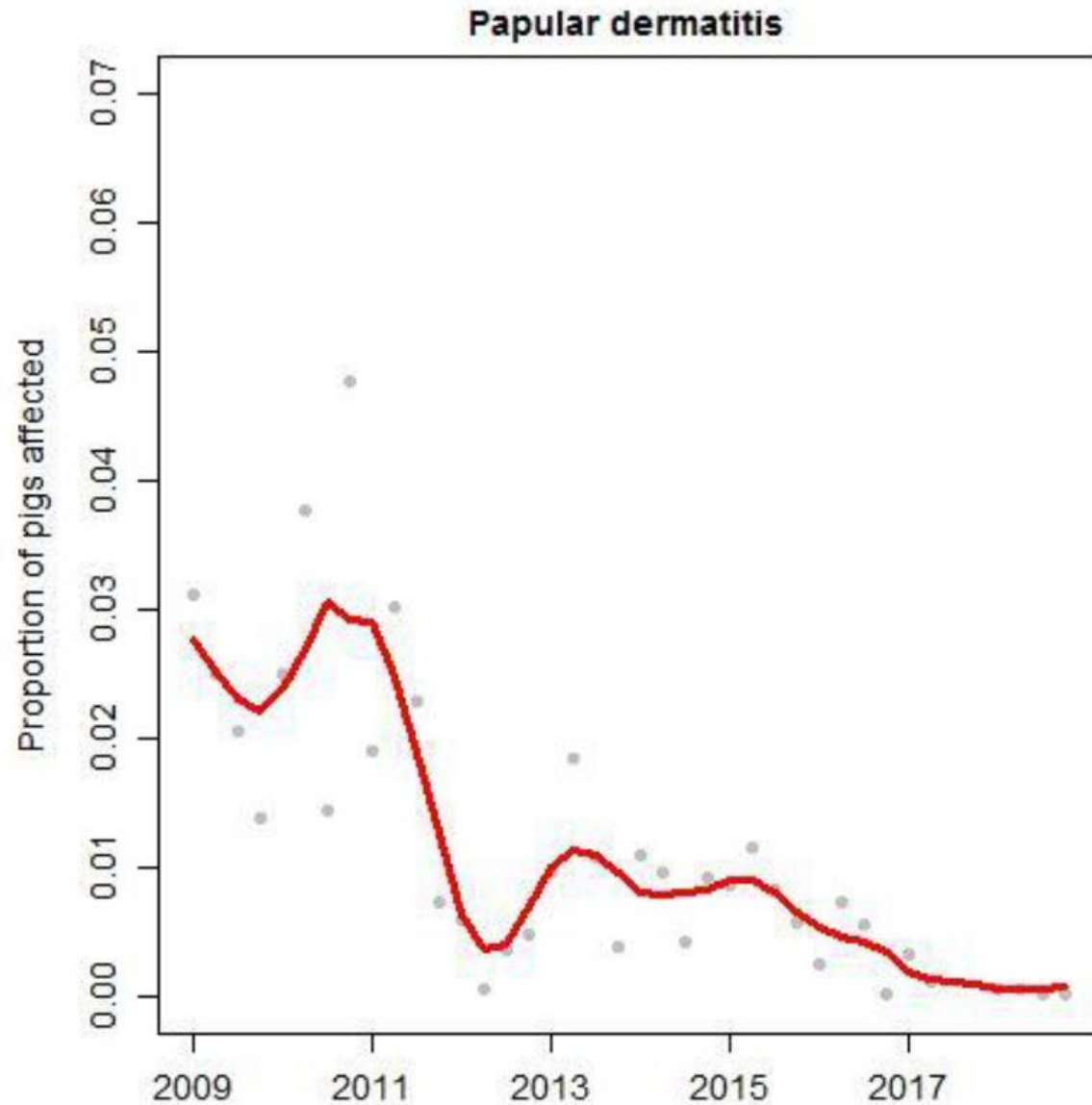


**Scottish Pig Disease
Control Centre**

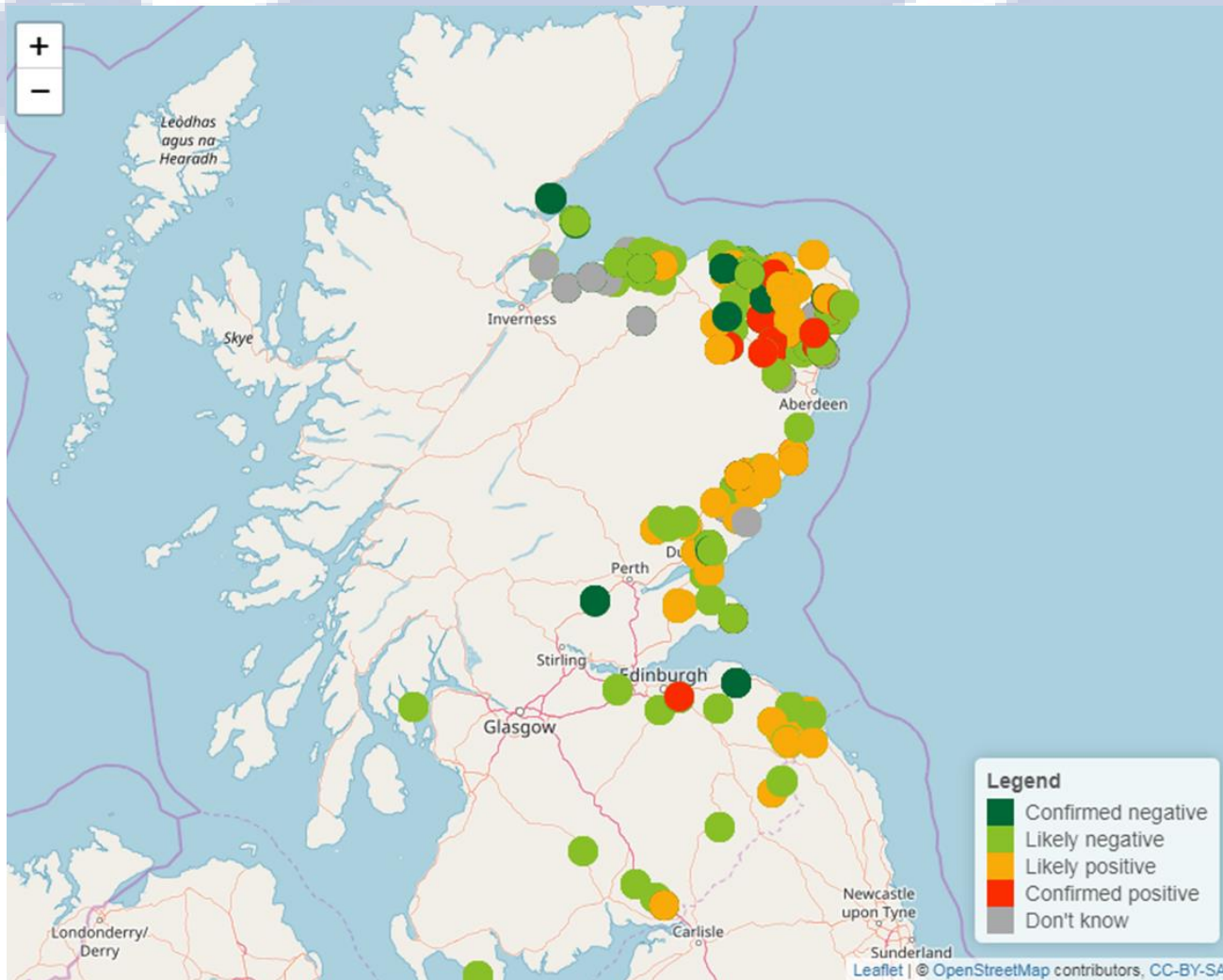
13. Advance Progress on Eradicating Disease



13. Advance Progress on Eradicating Disease



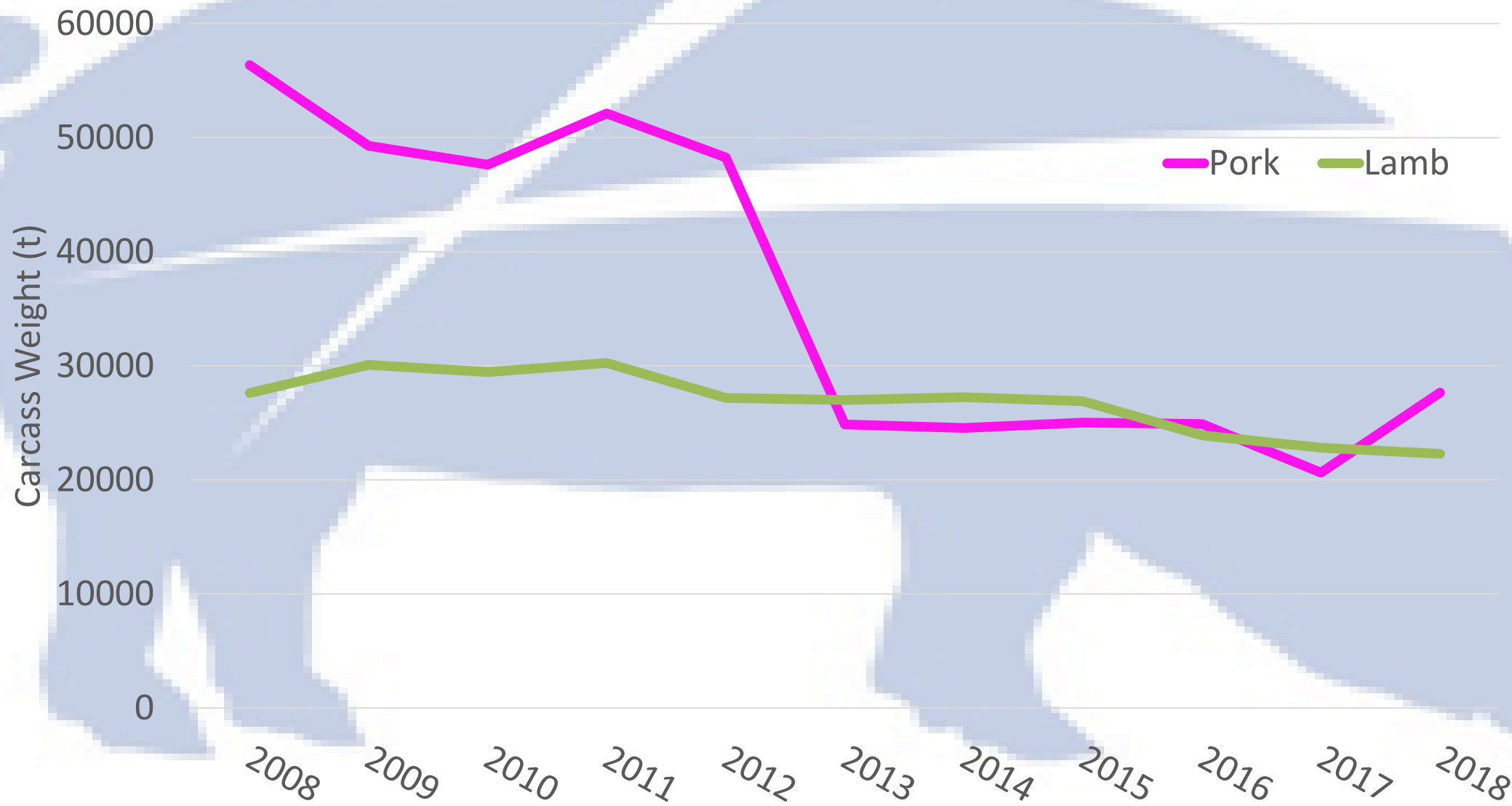
13. Advance Progress on Eradicating Disease - PRRS



14. Further Enhance Welfare



Is It Working?



African Swine Fever



Bacon buttie CRISIS: Pork prices surge as China battles fatal African swine fever

THE price of bacon butties and barbecue ribs are set to skyrocket after a surge of African swine fever wiped-out tonnes of livestock in China.



By Sofie Jackson / Published 10th April 2019



BARREN BACON: Diseased pigs are predicted to push up the price of bacon sandwiches (Pic: iStockphoto)



Home Episodes Clips What Makes Us Human Podcast



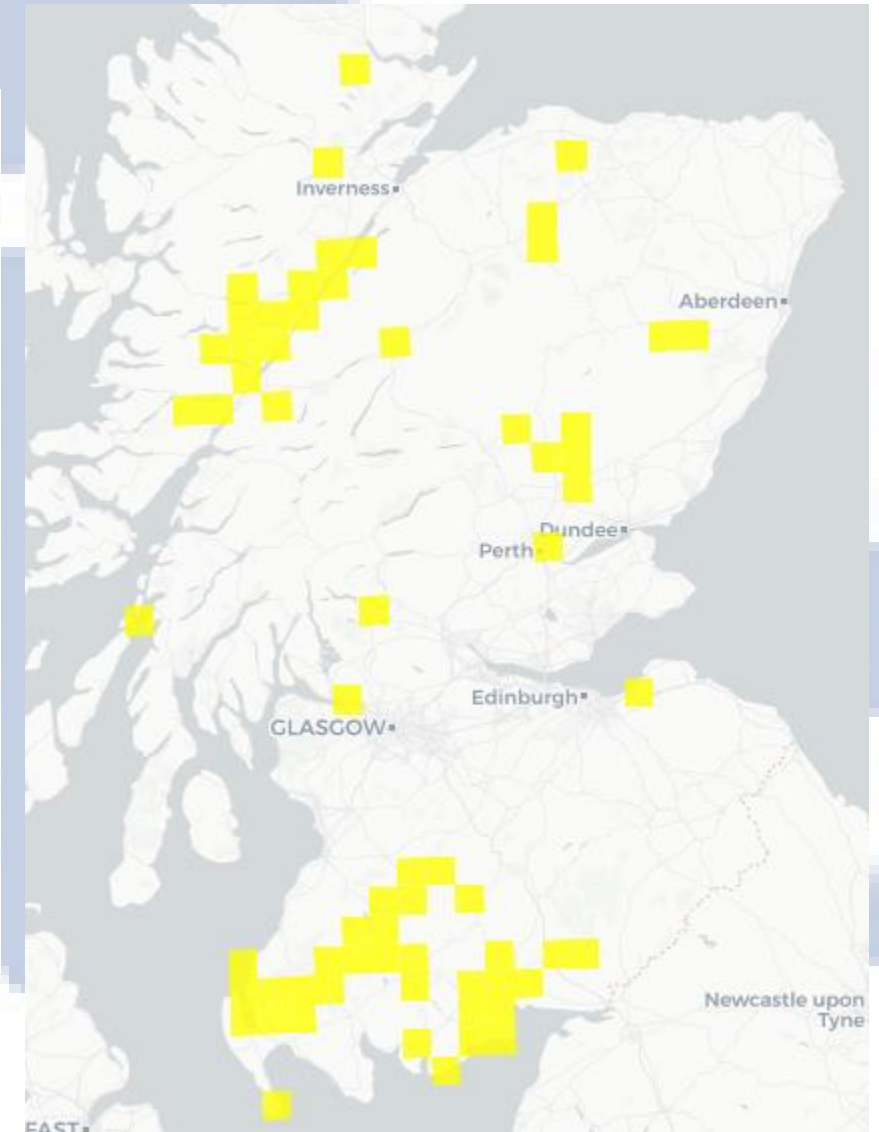
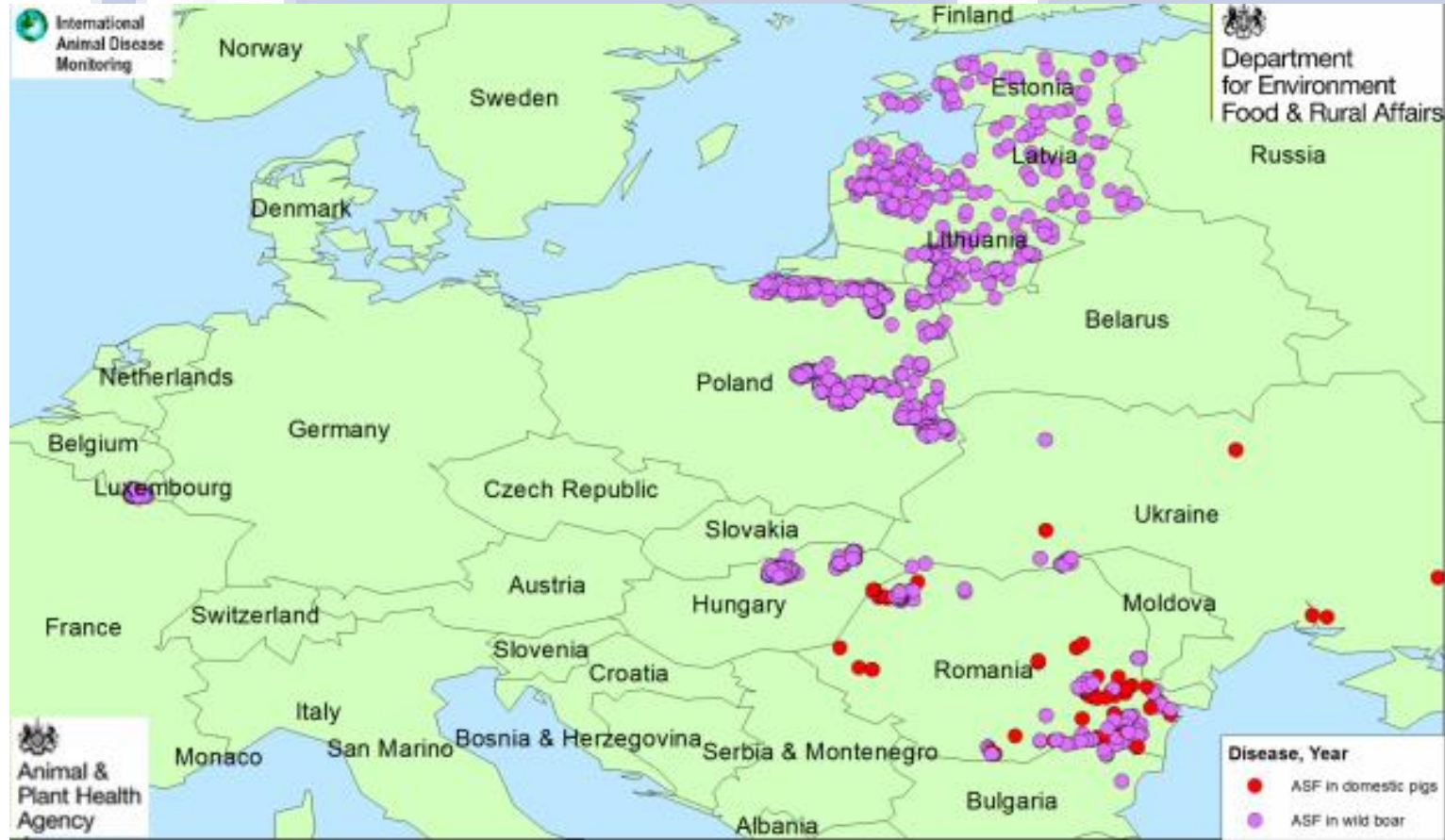
Listen now

Traffic Lights and Chinese Pork

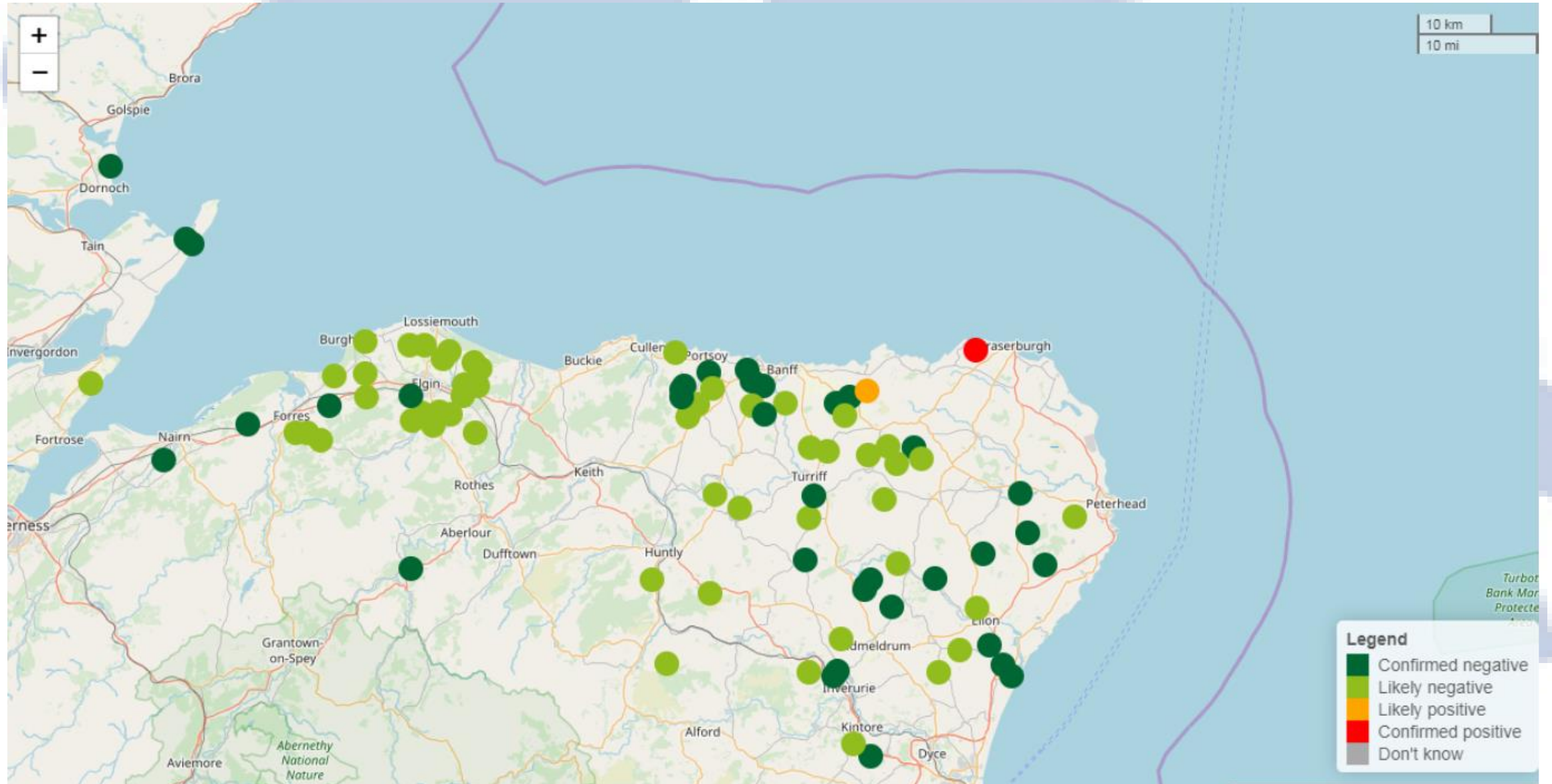
Jeremy discusses the Sri Lanka attacks, traffic lights which don't allow much time to cross the road, body odour and swine fever decimating the Chinese pig population.



ASF in Europe



Swine Dysentery



Biosecurity

- Prearrange visit and respect “pig clear” protocols
- Leave your vehicle outside unit perimeter & contact manager before entering
- Use disposable or farm-provided clothing and boots
- Minimise contact with pigs and manure
- Consider everything taken on to the unit as contaminated
- Clean, disinfect and rest as long as possible before visiting another pig unit