Pedigree Pork Chairman's Report
November 18th 2009

The first meeting of the Pedigree Pork Committee, since I took over Chair, was held on 19th November 2009 at Stoneleigh.

Bryan Card, our former Chair has set a hard act to follow, bearing in mind he had to start the whole initiative from scratch. However, with the strong foundations he has put in place, hopefully with the support, hard work and enthusiasm from the new committee members we can really start to make a difference.

The PPC is there to support all BPA members that have an involvement or interest in Pedigree Pork. Having said that we cannot be all things to all people and so it is important to restrict the energy of the Committee to those areas where we can make a difference.

The strategy of the PPC will focus on four areas:

Training and Education
Meat Scheme Initiatives
Competitions and;
Marketing

Each area will have a Champion from the Committee to drive through the deliverables.

The aim is to help as many members as possible whether they have one pig for the freezer or retail directly to the public. The important message is this is about Pedigree Pork consumption to help preserve our wonderful breeds.

I am conscious that many members will not know who I am or who my Committee members are. So I would like to correct this by giving you all the opportunity to meet us. The PPC meetings will be held Regionally and a lunch buffet will be available so you can turn up, meet us and tell us your views or just have a chat or a moan.

We cannot do an effective job unless we know what you think. Sometimes we may not agree but at least we can discuss it so we are clear what the issues are.

I will update you after every PPC to let you know how we are getting on and what we have achieved.

You are welcome to contact me or my Committee members at any time. For me, e-mail is best or my mobile phone.

I am truly optimistic about what we can do if we focus and work together.

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Chair
Pedigree Pork Committee
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