



OXFORD SANDY AND BLACK PIG GROUP FOUNDATION CHARITY Chairman's Report 2022 AGM

It gives me great pleasure in opening our second AGM as Chair of the Oxford Sandy and Black Pig Foundation Charity and in doing so I am delighted and so very proud to be apart of this Charity which has been created through the hard work and dedication from its Trustees and its volunteers of which is the backbone to our success.

The objectives of the Oxford Sandy and Black Pig Foundation Charity is for the public benefit, to advance the education of the public on the preservation and conservation of the rare breed Oxford Sandy and Black Pig in particular but not exclusively through the provision of workshops and events to assist with furthering the knowledge of the conservation of the Oxford Sandy and Black Pig, whereby we are creating a better future for our breed, its existence and its breeding potential.

Our last year was not without a little turbulence which has only cemented the OSBPG Charity resilience to continue in being proactive and achieving successes which it is becoming increasingly clear that the presence of the OSBPG Charity is being recognised for achieving and reaching our charitable objectives whereby, we continue to grow and harness the wants and needs of our Independent producers, breeders and keepers of which will be covered in this general meeting.

Before we begin this year's general meeting, I would like to present to the Oxford Sandy and Black Pig Foundation Charity the Volunteers elected by our Trustees:

- Lisa Corcoran, Funding Strategist
- Tracy Crabb, Information Technology Support
- Lachlan Nisbet, Legal Advisor
- Angela Pratt, Secretary

I would like to thank the volunteers for their dedicated efforts and the time they offer in supporting the OSBPG

I would also like to present and welcome our new trustee Christopher Moss. The Board of Trustees, apart from myself, now consists of:

- Andrew O'Shea

- Christopher Moss

I now begin with my report:

A. The Pig Industry Crisis

Whilst we feel that the Pandemic years are behind us we must remain forever vigilant and like the worry we faced with COVID we now have a different global threat which is impacting the pig industry. Here in the UK our Independent Producers, Breeders and Keepers are struggling. But let it be said that we as pig keepers are a tough lot. Whilst we see that the carcass dead weights and price per kg are improving and holding their price the cost of production is where many are suffering. The cost of feed has soared since the Ukraine crises. Breeders are giving up, those that once kept three different breeds are now keeping one breed and sadly, many are turning to the markets. We are seeing the number of the UK pig Breeds in decline.

Yes we are feeling the ripples of this economic crisis, however the OSB has not been as badly impacted as other breeds. The implementation of the Fostering Programme has helped and given some light relief within our community and has proven a huge success. It is helping those who wish not to give up pig keeping but need a year to get back on their feet, this has led to one-to-one partnerships where both parties reach their goals and hoping to realise their choice of implementation of pig keeping and breeding to help to transcend to the next level.

The price of OSB Pork is holding its own as our producers report the average sale price is GBP12.00 per/kg and a whole carcass selling from GBP400.00.

Whilst we discuss positivity, reports concluded on 22 July 2022 that Russia and Ukraine signed a deal which allow the grain export to resume from the Black Sea ports. Hopefully this will ease the cost for the pig industry and with 20 million tonnes of grain it should make some impact.

One of our objectives and primary one, is that, on looking after our Independent producers, breeders and keepers and the breeding dynamics of the Oxford Sandy and Black Pig. Whilst we know that the cost of feed has crudely accelerated and feed being progressively milled with bulking agents, the OSBPG is working with a pig feed nutritionist, to create and produce a feed for our pigs. The formulation is being processed and will be non-soya based and will suit those that are Soil Associated. We will report more on this in the forthcoming month.

There is still a bumpy road ahead as we slowly enter Autumn and Winter this will be without provocation. As ever, we will face these challenges within our OSBPG community, because as a charity, we the trustees, will continue to do our best to meet those challenges and strive to support our OSB community.

B. OSBPG Charity Performance - year to date

Being proud of our achievements gives confidence to our future. Again our year has been rewarded with new incentives for our supporters; these are summarised as follows: the enhancement of our social media platforms and in publications; **Educational** talks via a video conferencing service - Zoom; The OSBPG **YouTube** Channel offering a wide scope of topics from butchery to pig husbandary; **Podcasts** with a variety of topics from interviews with our supporters to industry led individuals; **Events**, Winter Social evenings, Halloween/Easter children competitions, quizzes our forthcoming Exhibition and Sale.

I would like to give great thanks to the trustees in supporting these projects and working as a team to making these goals and projects come to fruition. Our last year has been a very exciting and enjoyable ride.

The Charity's Performance is recognised as follows:

Charity recognition has increased in the last year through our continued seasonal competitions and of course our annual Big Fat Pig Quiz whereby we are fortunate enough to have the support of various companies and private benefactors. The Charity's on-line shop continues to be popular as we promote and sell quality items. We will be seeing a new addition of winter hats in our shop soon.

I would like to thank Chris Moss for his dedication and in taking the time in producing and sourcing items for our online shop.

Given the time we find ourselves in I am overwhelmed by the generosity and the purchases that we have seen over the year.

Genetic Spread Allowance (GSA). This programme was launched in October 2020 and serves our OSBPG supporters. It's objective is to encourage our breeders to travel, source and introduce new bloodlines to their county therefore introducing and enhancing a genetic diversity. The Charity awards GBP175.00 for this programme. There are of course strict parameters that have to be adhered to which all trustees are aware.

This year we have seen a total of 22 pigs moved, which equalled 7400 miles. The OSBPG paid out a total of GBP2275

The GSA continues to be popular and has enhanced various bloodlines. The first Lady bloodline was introduced to Scotland and farrowed earlier this year. The Charity announced this across various social media platforms, published articles in smallholder magazine, country smallholding, FarmersUK and in the RBST Magazine "The Ark". The Elsie bloodline is now established in East Anglia, Iris bloodline in Cumbria, Sybil in Cumbria, Sybil in East Anglia, Clarissa in County Durham, Mary and Jack in Dorset, Gertrude and Iris in Cornwall. Please let it be noted that some of the GSA payments have been graciously declined thereby no monies being paid out.

Again, considering the economic climate we are still seeing purchases of breeding stock. This is fantastic news for the dynamics of our bloodlines and genetic spread. Looking forward, and as we come to a close of 2022, we must look to enhancing Central England, Scotland, Wales and the South East.

The Genetic Spread Allowance has been complimented and now adopted by the Gloucestershire Old Spot Pig Society.

Zoom and Podcast. Since 2020 Zoom has continued to remain popular and with the recognition of many becoming carbon neutral aware, we have harnessed this concept and aiming to reduce our carbon footprint by continuing with zoom events. These events have very high attendance so much so that AHDB wish to collaborate with us on our next Zoom event.

Statistics have shown that listening rather than reading is the norm and with the introduction to podcasts it has proven to the charity that this is just so. With 26 episodes, we have had over the year 350 downloads and over 700 hours of listening. This has led us to record our meetings via zoom, initiate interviews with our fellow independent producers, breeders and keepers and provide various updated announcements.

YouTube Channel: We must not forget our supporters who are OSB Pork producers and again i would like to remind you that we are very fortunate to have professional and seasoned chefs and butchers on OSB Rare Breed Pork. We are grateful to Nigel Goodchild who approached the Charity wanting to share his skills as a butcher. From this kind offer we created a six part home butchery series which has been aired on the OSBPG youtube channel whereby subscribers are growing. Recently, Nigel has also helped us produce the sausage masterclass. The OSBPG Cook-a-long still remains and emulates the versatility of OSB pork. Encouraging promotion of OSB Pork still needs to be enhanced and this area will be concentrated on in going forward.

This year we have had over 3,000 video views, over 11,000 minutes watched and we have had 50 new subscribers.

Our virtual **pig keeping course.** Our research has shown that it is seasonal, with February and October being popular as keepers prepare themselves for the spring/summer fatteners. We hold one for England and the other in Scotland.

The **weekly stock list**, which started 12 March 2021 has been a tremendous hit. To date the stock list has helped 715 people. We are seeing a steady flow and at the current time a slow pace of sales. But what is evident is the command for a good price is being retained within our breed. With weaners realising a price of GBP55 to GBP65 each per weaner. We now have over 250 subscribers. We do still need to remind our supporters of the stocklist and that signing up is via our website.

Newsletter. Due to the popularity and content of the newsletter we have shifted to a digital magazine. It is far more pleasing to the eye with a good professional layout. Comments have been very generous and has given us the impetus to carry on. we have over 350 subscribers. Again, by signing up via our website is attracting a different audience other than from our social media platforms.

OSBPG Register has launched we are encountering a steady flow. The Register enables us to map our bloodlines geographically, record where they go, the number of times a boar/sow has different ownership. The database is kept with Pedigree Cloudlines we are able to identify breeding compatibilities. Identification is verified via county, with the Charity

providing the first 12 tags with applicator. Along with much improved breeder access and transparency, our use of Cloud-Lines for our Register gives us the ability to monitor and preserve the genetic diversity within our breed. This preservation of genetic diversity is so important that it actually forms part of the UN Sustainable Development Goals, and puts our charity in alignment with UN Target 2.5 – Preservation of Genetic Diversity of plants & animals.

Website: The traffic coming through our website is impressive. Our website carries regular blogs and our twitter account is also attached to our website. I would like to share with you the following website statistics

- Appeared in top 20 search results over 500,000 times
- visits from searches over 15,000 unique impressions
- visits from over 230 counties, as far as Fiji
- popular for Breeders Map, Abattoirs, and our free tools
- since our launch in late 2018, we have had over 85,000 visits from 25,000 people, from 300 countries

Twitter and Instagram accounts are flourishing but it is becoming evident we need a social media administrator: We reach 4,300 people on instagram, twitter we have over 100,000 views.

Facebook we have a presence across three profiles: The Oxford Sandy and Black Pig Group Registered Charity which is registered as PRIVATE and those that wish to join are to answer a series of questions or indeed are vetted before joining. The Charity has over 2,400 members, where by over the last year we have seen over 3,200 posts which equates to approx 9 posts a day, we have 20,000 comments which equates to 55 a day and we see 50,000 reactions to posts which is approx 136 a day.

The second profile is OSB Rare Breed Pork Group, again a Private group. We have seen a great following here whereby it is predominately an interest in how to use our pork, questions on charcuterie and sharing produce. It is of great interest. It is also interesting to learn that not all those from the charity group are on the pork group and not all the pork group members are on the charity there is a mixture of breeders and keepers on the pork group. we would like to encourage more chefs to the group. We have over 1,200 members with over 1300 posts in a year which equates to 4 a day, 7200 comments which is 20 a day and we have 15,000 reactions which is 42 a day.

Our last profile is the Oxford Sandy and Black Pig Group PAGE: here we use this page to advertise what the charity is doing, as it is open to the general public so visible to all. It also encourages new members to join us on the charity. Here we see a different productive activity. This page reached within the last 28 days 2,144 people this means the total number of people who observe and click the page. It is purely an observational platform for others to enjoy.

Other structured achievements:

- We have upgraded the breeder's map, to a self-managed, more interactive system which allows reviews, filters by bloodline, boar hire and pork production
- We have turned our newsletter into a successful online magazine with select print
- created interactive breed standard tool
- Provided feed costing tools to allow supporters to work out their feed orders and cost
- Started to develop a free app. to be launched in Autumn 2022
- Zoom talks on Feeding for efficiency, nutrition and Pregnancy, Factors affecting meat quality on-farm and in the abattoir, Slaughter process, traceability, slaughter impacts on meat quality and FSA rules and regulations on setting up and operating your own butchery
- Created a 6 part butchery master class on youtube
- Created a sausage masterclass on youtube
- "how to make soap from Pig fat" produced by one of our supporters
- several well-attended Charity pig courses and many 1-2-1 sessions
- Launched Our First Awards night categories - Pig Excellence and OSB Pork Producer
- developed the Breed Initiative Programme - BIP
- Successfully launched the fostering programme
- OSBPG Cook Book to be launched for Christmas

C. Finance

There is a separate report from the Treasurer.

D. Friends of the OSBPG

Becoming a friend of the OSBPG is still popular. Promoting this one off payment of GBP10.00 for an individual and GBP16.00 for a couple, needs to be furthered enhanced. 59 have become a friend this year.

E. Appreciation and Welcome

This year the Charity continues to be grateful and honoured to have Mr **Lachlan Nisbet** as the Charity's legal advisor to which we thank most graciously. The Charity also gives thanks to Ms **Angela Pratt** for continuing to be our Secretary, which she steers efficiently and effectively. We continue to give thanks for Angela's commitment and presence on the charity. **Andrew O'Shea** continues to be the back bone of our charity as we would not have been able to accomplish the magnitude of our presence across all the interactive platforms. We would be remiss if we did not thank you for your contributions, and especially key turning points such as elevating our youtube channel, the provision of the feed costings tool, maintenance and structure of the Register, development of an APP that will continue to assist our supporters, the creation of the interactive breed standard tool which has proved very popular on our website. Andrew as you look back on your time with us, please know that our achievements would not have been possible without you at the helm. The Charity and its Trustees give a very heartfelt thanks for your commitment and unprecedented dedication.

We were sad to lose the services of Frances Payne as trustee who had worked hard for the charity, particularly on the well being-related issues with our supporters. Her sense of purpose and good humour will be missed.

We are pleased to welcome a new Trustee to the Charity, Mr Christopher Moss, who has started making truly valuable contributions to the Charity, of which we recognise and give thanks.

Where would the Oxford Sandy and Black Pig Foundation Charity be without the commitment of our Volunteers. I would like to express the thanks to Tracy Crabb for taking the role of IT support, and in particular offering a valued hand on our website.

My last thanks goes to an inspirational individual who has impacted the Charity with great positivity. Thank you to Lisa Corcoran for serving on the committee. Your willingness to give so freely of your time and service is greatly appreciated. Your support to the OSBPG Charity allows us to serve our OSB community, providing provisions of kind donations from companies like Muckboots, Ridgeline, Wynnstay, Verm-x and others. You have contributed a great amount of time in applying for applications on funding and sourcing further funding opportunities all of which has been shared and recognised with the committee. Creating fundraisers and raising money through your personal efforts such as your various athletic running trials and birthday fundraisers is an overwhelming and very grateful achievement. The OSBPG Charity thank you for your willingness to donate your time and talent. Your efforts contributed greatly to the success of much to what we do as recently witnessed in our Big Fat Pig Quiz where we raised over GBP1,000.00 We thank you Lisa and look forward to what you have in line for us in the coming year.

I close this years AGM by recognising the individuals of this committee who are brilliant, talented individuals. What they achieve on a monthly basis is astonishing. It has not gone un-noticed that what they achieve despite – almost exclusively – having full time jobs, family responsibilities and other voluntary posts.

Thank you.

Kim Brook

Chair

Oxford Sandy and Black Pig Group Foundation Charity

Cash Flow

Oxford Sandy Black Pig Group

Date Range: Oct 01, 2021 to Sep 30, 2022

CASH INFLOW AND OUTFLOW

Oct 01, 2021
to Sep 30, 2022

Operating Activities	
Sales	
Amazon Smile Program	£273.01
Big Fat Pig Quiz 2022	£905.00
Digital Magazine Adverts	£100.00
Direct Public Support – Individual Contributions	£886.00
Facebook Fundraisers	£436.97
Gift Aid	£668.92
OSBPG Charity Donation	£1,537.89
OSBPG Register	£517.00
OSBPG Website Sales	£4,878.67
Sales	£279.00
Become a Friend	£16.00
Total Sales	£10,498.46
Purchases	
Accounting Fees	-£18.56
Breeding Initiative Program	-£340.00
Events	-£400.00
Genetic Spread Allowance	-£1,575.00
Help Fund	-£540.00
Insurance	-£392.00
Legal Fees	-£5,880.00

CASH INFLOW AND OUTFLOW**Oct 01, 2021
to Sep 30, 2022**

Milage Claims	-£72.00
Office Supplies	-£100.00
Postage & Delivery	-£728.73
Printing and Reproduction	-£3,553.60
Technology	-£926.41
Total Purchases	-£14,526.30
Inventory	
Payroll	
Sales Taxes	
Other	
Net Cash from Operating Activities	-£4,027.84

Investing Activities	
Property, Plant, Equipment	
Other	
Net Cash from Investing Activities	£0.00

Financing Activities	
Loans and Lines of Credit	
Owners and Shareholders	
Other	
Net Cash from Financing Activities	£0.00

OVERVIEW

Starting Balance

OSBPG Charity	£6,665.41
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Total Starting Balance

£6,665.41
As of 2021-10-01

Gross Cash Inflow	£10,708.25
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Gross Cash Outflow	£14,736.09
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Net Cash Change

-£4,027.84

Ending Balance

OSBPG Charity	£2,637.57
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Total Ending Balance

£2,637.57
As of 2022-09-30