

**SUMMARY OF THE AHDB BEEF AND LAMB SECTOR COUNCIL MEETING
HELD ON FRIDAY 19TH MAY 2023 AT 08.30 A.M
BOARD ROOM, AHDB, MIDDLEMARCH BUSINESS PARK, SISKIN PARKWAY EAST,
COVENTRY CV3 4PE
(Virtually enabled)**

PRESENT: Colin Bateman (CB) (Chairman), George Fell (GF)(v), Bryan Griffiths (BG), Anne-Marie Hamilton (AMH), Laurie Ibbotson (LI)(v), Gama Khan (GK), James Shouler (JS), James Taylor (JT), Steve Thompson (ST), Paul Unwin (PU)(v)

APOLOGIES: N/A

IN ATTENDANCE: Ken Boyns (KB) - for specific item only, Liam Byrne (LB) – for specific item only, Samantha Charlton (SC) (v), Tony Holmes (TH) (v), Will Jackson (WJ), Sara Maslowski (SM) – for specific item only, Caroline Burniston (CBu) (notes)

CHAIR WELCOME/REPORT
The Chair welcomed the attendees to the new building and stated a tour of the premises would make up part of the agenda.
APOLOGIES FOR ABSENCE
N/A
DECLARATIONS OF INTEREST
N/A
MINUTES FROM THE COUNCIL MEETING HELD ON 2ND MARCH 2023
JT raised Farmbench as an action from the March meeting to be included and addressed in the log.
MATTERS ARISING AND ACTION POINTS FROM THE COUNCIL MEETING HELD ON THE 2ND MARCH 2023
WJ updated accordingly in line with the enclosed action log
SECTOR LEAD REPORT
WJ stated that the enclosed report was read only, however SC gave a verbal update on Engagement.
MANAGEMENT ACCOUNTS
TH presented the accounts and confirmed all spend aspects.
LEVY INCREASE DISCUSSION
The Council discussed current and future levy rates for the sector and the implications differing levy rates could have on current and future works. The Council agreed to begin the consultation process

with levy payers around a potential increase in levy rate to come in to effect for April 2024. It was noted that all levy rates across all sectors require annual Ministerial approval.

EXTERNAL MEASURES OF PROGRESS (DASHBOARD)

WJ introduced the dashboard which will succinctly identify which areas are rated as red/amber and green for delivering value for levy payers. The RAG ratings related to the external measures of success.

A debate developed around various issues relating to the organisation generally, with reference to benchmarking year on year activity against the five-year plan.

THE ToR FOR THE MEMBERSHIP FORUM (B&L ADVISORY GROUP)

Various papers were shared with the Council to agree the ToR and membership to support the genetic programme going forward and to determine everyone was in agreement with the inclusion/exclusions recommended.

WE EAT BALANCED RESULTS/REPUTATION GROUP UPDATE

LB introduced himself and the role of Marketing within AHDB confirming a digital first approach is key. Results and deliverables were presented from the campaign. LB discussed the areas where collaborative action was being taken in the reputational space.

ENVIRONMENT

This item was deferred due to overrunning. John Gilliland and Chris Gooderham to be invited to the next meeting.

BUILDING TOUR

The Council undertook a tour of the new building and met key staff.

AOB

Concern was raised around the lack of information regarding the US lamb deal being completed. A detailed discussion developed around lamb requiring additional documents. Reference was made to non-assured lambs and farms selling finished lambs who are not up to speed on this. It was confirmed, from December 2023 self-declaration will not suffice. The importance of raising awareness collectively on this matter to avoid a situation come December was noted with clear guidance required. It was confirmed that a joint comms piece was being developed, and NFU/ FSA both discussing this topic.

CLOSE

The meeting closed at 12.30pm