

**SUMMARY MINUTES OF AHDB BEEF AND LAMB SECTOR COUNCIL MEETING
HELD ON WEDNESDAY 9TH MARCH 2022 AT 8.30 A.M
VIRTUAL MEETING**

PRESENT: Colin Bateman (CB) (Chairman), Trevor Bellis (TB), Anne-Marie Hamilton (AMH), Laurie Ibbotson (LI), James Shouler (JS), James Taylor (JT), Steve Thompson (ST), Paul Unwin (PU), Robert Venner (RV)

APOLOGIES: N/A

IN ATTENDANCE: Will Jackson (WJ), Tim Rycroft (TR), Ken Boyns (KB), Chris Gooderham (CG) (for specific item), Naveen Gupta (NG) (for specific item), Jackie James (JJ) (for specific item), Roseanne Thomas (RT) (for specific item), Caroline Burniston (CB1) (notes)

CHAIR WELCOME AND INTRODUCTIONS

The Chair welcomed attendees to the meeting.

APOLOGIES FOR ABSENCE

N/A

DECLARATIONS OF INTEREST

N/A

MINUTES OF THE COUNCIL MEETING HELD ON 20TH JANUARY 2022

The minutes were approved

MATTERS ARISING AND ACTIONS POINTS FROM THE COUNCIL

MEETING HELD ON THE 20TH JANUARY 2022

WJ updated on the matTers arising, the following points were noted: -

- Rothamstead visit to be postponed until a later point due to no current benefit for the levy payer.
- Medicine Hub update to follow in due course.
- WJ to circulate the B&L draft roadmap for comment along with the updated 'what the future looks like information slide'.
- Genetics confirmed as an area that needs a re-think including working out the levy board position on sheep genetics. Confirmed as a critical piece of work this year that the Sector Council need to oversee. KB to be personally involved in the ramping up of this area in a month or two's time. Farming rules for water a key issue along with fertiliser and nutrient management, feed and fertiliser prices also stated as increasing due to the Ukraine invasion. KB establishing the messages from this area.
- Confirmation that Market Intelligence are looking into the dashboard to feed into the strategy going forward.

CHAIRMAN'S REPORT

CB updated the members on Sector Council recruitment which will all face the ratification process. Confirmation that 51% of levy payers need to approve the ratification for it be successful, photo and a short bio will accompany each ratification to support the process. Appraisal cycle still on going.

SECTOR DIRECTOR'S REPORT

WJ addressed the revised dashboard in the pack, clarifying this being the first step where we can demonstrate what we are doing and if we are on track.

In addition to the report, WJ confirmed that sheep meat had gained access into the US. WJ clarified several export events coming up. Review underway in Europe and how we are operating, TR leading on a piece of work with Phil Hadley on the strategy to support this.

Confirmation that the We Eat Balanced campaign that had now finished and had resulted in a positive attitudinal change with a huge reach. KE team working tirelessly and had acquired successful strategic farm attendance. Confirmation that the Ukraine invasion has become a humanitarian issue along with a farming and food issue, impacting across all of farming, internal working group has been set up to address this.

BUDGET SIGN OFF

NG and JJ attended the meeting to present the 22/23 budget.

WJ offered a sector view on the budget.

The Council agreed to sign off the interim budget.

SHAPE THE FUTURE VOTE UPDATE

RT/CG offered a registration update and discussed how validation checks would take place.

WJ delivered a framework of questions and confirmed that once these were signed off, they would be circulated for discussion in June.

the comms plan for the period April – May was covered, along with the timeline for May – October.

AOB

JT enquired around the environmental work taking place between now and June,

CB closed the meeting at 11.10am and thanked WJ for all his help.