

**SUMMARY MINUTES OF AHDB BEEF AND LAMB SECTOR COUNCIL MEETING
HELD ON THURSDAY 21ST JULY AT 10.00 A.M
CONFERENCE ROOM, DOVECOTE PARK**

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

APOLOGIES: N/A

IN ATTENDANCE: Jenn Birrell (JB) – virtual (for specific item only), Ken Boyns (KB) - virtual (for specific item only), Samantha Charlton (SC), Angela Christison (AC) - virtual (for specific item only), Will Jackson (WJ), Caroline Burniston (CB1) (notes)

CHAIR WELCOME/REPORT

The Chair welcomed the attendees to the meeting, and thanked LI for hosting the Dovecote Park tour.

APOLOGIES FOR ABSENCE

N/A

DECLARATIONS OF INTEREST

AMH declared her farm's role on the steering group of a Defra AHW pathway pilot design group.

MINUTES FROM THE COUNCIL MEETING HELD ON 10TH JUNE 2022

The minutes were approved

MATTERS ARISING AND ACTION POINTS FROM THE COUNCIL

MEETING HELD ON THE 10TH JUNE 2022

WJ updated accordingly.

AGENDA ITEM 6/7 – CREATING A BEEF AND LAMB SECTOR PLAN – STEP TWO – JULY 2022, PART 1

The Chair stated the key objective of today's meeting being the creation of the Sector Plan and the review of priorities. WJ introduced the staff who had joined virtually and the reason behind their attendance. Prioritisation grid and the estimated numbers within (to support the priorities discussion) confirmed as the key tools for reference.

The disclosure of any conflicts of interests in relation to the individual activities to ensure transparency was emphasised by WJ.

Confirmation that Communications will be in touch in the near future to raise the profile of the Sector Council (blogs/social media)

The June meeting was summarised by WJ and workstream summary topics were recapped. No issues were raised on this summary.



Workstream summary debate: -

Reputation

- Government intervening on Livestock Information Programme was the reason for this area becoming currently dormant. The council had differing opinions on whether this should be featured.
- Reputation stated as the key aim that everything else underpins, the plan structure should be written this way.
- Further information needed on the chart to support British produce and food being the best in the world.
- Outcome - Approved

Education

- Collaboration with external providers key to this area to ensure the aim of long-term unique value. Differing views around how much we should be involved in this area due to short term benefits v's long-term view.
- WJ confirmed the high scoring of this topic and the fact that other sectors are looking to increase spend.
- Outcome – WJ to plan more money into this area to reflect its importance to the levy payer.

Exports

- Better service for less approach being developed.
- Access issues debated along with the prospect of government match funding.
- Outcome – Approved based on a reinvented effective export strategy.

We Eat Balanced

- Big spend due to the building of the campaign. Discussions around the option to cease some of the retail aspects that support this.
- General discussion around ROI measures and comparisons.
- Outcome – Maintain marketing budget to support but ask about the 'how'

Animal Health Welfare

- Needs to sit behind reputation.
- Managed exits confirmed for the red areas but ensure we don't jeopardise our engagement opportunities with levy payers due to this.
- Defra pathway – Defra to make a policy based on evidence. Repackage this with the Dairy council.
- Outcome – Green approved. Yellow being reviewed.

Genetics

- Defra scoping study being reviewed strategically by AHDB (KB) prior to circulation to the council, revised direction of travel needed.

- Specialised area/scientific, important to play a part in this area by demonstrating leadership and direction without going into genetics specifically.
- Outcome - Funding should be given to the work no one else can do. Clearer plan to be issued to the council on this for review in October.

Environment

- This area is fully under review. Proposal needed about where we should be. Nutritionist being recruited. Team being reformed. Gaps identified and a supporting piece of work to be delivered to the Council in October for addressing.
- Envirobench paused, working with government on the standardisation of this.
- Suggestion of a collation exercise resulting in the information produced in a format the farmers can access independently.
- Discussion around AHDB leading a sustainability forum, unfunded, bringing together information and collaborating with other large organisations offering a road to the industry allowing the farmers to use and understand this area more.
- Outcome – time to be given to the team to address these points, October unnegotiable deadline.

Market Intelligence

- Discussion around the successful products (data sets/pricing/expert analysis)
Outcome – Maintain this – but the data needs more meaning, and some publications are not fit for purpose.

BPS

- Discussion around data and its credibility (farmbench)
- Farm business review and farmbench being phased out. Farm margins will remain whilst we look at another basis to roll it out, currently gives benefits to levy payers.
- Outcome – remove – establish which data sets we do need to deliver

People in Agriculture

- Look at ways we can maintain delivery but reduce costs.
- Discussion around the benefits of the Agri leader course and the opportunities this gives for engagement.
- Outcome – 12-18 months to deliver at a reduced budget (apprenticeships and Agri leader) followed by a review.

AOB

News bulletin to be issued to the Council. Exports and AHW calls to be scheduled. TOR for SC members being addressed. Groundswell noted as a very positive event – thanks to be given to staff.

CB closed the meeting at 15.40 pm and thanked everyone for their attendance.