

OFFICIAL SENSITIVE

**MINUTES OF THE AHDB BEEF AND LAMB SECTOR COUNCIL MEETING
HELD ON FRIDAY 7TH OCTOBER 2022 AT 08.30 A.M
VIRTUAL**

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

APOLOGIES: Steve Thompson (ST)

IN ATTENDANCE: Ken Boyns (KB) - for specific item only, Samantha Charlton (SC), Angela Christison (AC) - for specific item only, Paul Flanagan (PF) –for specific item only, Chris Gooderham (CG) – for specific item only, Tony Holmes (TH)- for specific item only, Will Jackson (WJ), Roseanne Thomas (RT) – for specific item only, Caroline Burniston (CB1) (notes)

AGENDA ITEM 1– CHAIR WELCOME/REPORT

The Chair welcomed the attendees to the meeting.

AGENDA ITEM 2 – APOLOGIES FOR ABSENCE

Steve Thompson confirmed as an apology due to being overseas

AGENDA ITEM 3 – DECLARATIONS OF INTEREST

N/A

AGENDA ITEM 4 – MINUTES FROM THE COUNCIL MEETING HELD ON 21ST JULY 2022

The minutes were approved

AGENDA ITEM 5 – MATTERS ARISING AND ACTION POINTS FROM THE COUNCIL MEETING HELD ON THE 21ST JULY 2022

WJ updated accordingly in line with the enclosed action log. All matters were either completed, in progress or contained within today's agenda.

ACTION: - WJ to circulate LIP update again to the group

AGENDA ITEM 6 – SECTOR LEAD REPORT – WILL JACKSON

The report was read-only, CB queried the large amount of work on farmbench being planned in the report due to its phasing out, DE confirmed a review was taking place around what elements needed to be kept in and removed based on the intention to run this down. In this early stage it was confirmed, conversations with the relevant team members are yet to be had around this matter.

AGENDA ITEM 7 – MANAGEMENT ACCOUNTS – TONY HOLMES

TH introduced himself to the Council and apologised for the late submission of the accounts to the pack. TH clarified the changes made to the presentation of the information changing from function led to workstream led figures.

A discussion developed around concerns PU had around levy payer money being retained by AHDB and not spent and raised issues around financial control. TH justified the reasoning behind this and assured better transparency in the next couple of months.

ACTION: - TH/PU to discuss this in detail offline and PU to report back

A timeline was requested by GK in relation to work being ceased so justification can be made.

ACTION: - TH to take this detail away and put it into a more summarised report detailing control measures which will be available by Christmas.

WJ clarified conversations were taking place with Defra around picking up some of the work we are ceasing, changes to be implemented before the end of the financial year. CB stated his desire to see the levy spend on delivery going forward to be within the year it is collected.

AGENDA ITEM 8 – SECTOR PLAN – WILL JACKSON

WJ presented on this topic confirming the main objectives along with the associated timelines. Clarification that consultation with Defra is taking place constantly regarding the lifting of the ceiling of the lamb levy, however parliamentary slots and priorities are dictating the speed of this. CB stated the need for more granularity in our work as an organisation before raising the levy and should be sold as an investment for the future rather than a tax. The Council agreed that 24/25 financial year would be a better time to raise the levy to allow for the organisation to change.

WJ referred back to the Sector Plan, confirming all comments had been received and actioned. The Council agreed that the pillars were satisfactory within the plan.

ACTION: - Council requested the removal of the sector piece in the introduction as this is repeated in the Chair's statement.

A detailed discussion developed around whether or no to remove the 'what we are not going to do' submission. There was differing views on this and arguments for both sides. WJ recommend developing an explanation of bold and positive words, that evidence is still being produced for the areas of work not supported

ACTION: - WJ to share this once drafted to attain feedback.

The Council were mostly in agreement that the document just needed revised language to ensure positivity.

AGENDA ITEM 9 – MEASURABLES - WILL JACKSON

The council stated that the genetics measurable requires strengthening. Clarification that this information will be available to the levy payers through links within the electronic document and will follow the Sector Plan following refinement and feedback. Agreement that the direction of travel is correct

ACTION: - JT and AC to work together offline to refine this area.

AGENDA ITEM 10 – ENVIRONMENT – CHRIS GOODERHAM

CG referred to the Executive summary of the Eunuomia report and confirmed the Beef and Lamb roadmap is being progressed and the move towards net zero being tuned into a public document rather than a technical document.

ACTION: - Session to be delivered by CG showcasing the roadmap

A detailed discussion generated on the theory behind the central environment plan based on the sector environment plan. The council all thanked CG for the round up and appreciated the progress and direction in this area.

AGENDA ITEM 11 – GENETICS – CHRIS GOODERHAM

CG presented slides to support information within the pack in relation to this item confirmation that we are awaiting Defra to sign off the abacus report.

Chris Murphy report available should any of the members wish to review it. CG stated his team were working on the Dairy side to look at the funding model, regrading structure around a new organisation for Dairy genetics and potential Beef and Lamb genetics for consideration. Suggestion that the following main themes run through the consultation: -

- AHDB is seen as a valued and honest broker, gains on genetics substantially below
- Lacking shared industry and goals
- Desire coming back for more partnership and collaboration
- Clear direction that the industry establishes a clear role around data management.

Plan is for two external stakeholder workshops in November) – one Beef and one Sheep (CB attending)

ACTION: - CG to develop an action plan for the December meeting following the November workshops.

AGENDA ITEM 12 – EDUCATION – WILL JACKSON

WJ presented a summary of the work currently being carried out by the Education team. Confirmation that a reference to ethnic sectors is being worked up. AMH expressed her satisfaction on seeing the overlap with environment and welcomed the social media campaign associated for targeting university students. LI flagged up that health and safety needs simplifying to encourage the transition from children to farms much easier than currently.

ACTION: WJ to enquire around Teacher's environment and sustainability training and how AHDB can contribute to this to promote red meat.

AGENDA ITEM 13 – DELIVERING THE FUTURE OF FARMING EVENT – ROSEANNE THOMAS

RT confirmed the event on the 10th November will now be virtual only to reflect delegates preferences, this will ensure more focus on each of the sectors along with being more cost effective. WJ clarified that although the Sector Pan will not be shared in advance, the main points will go out to the press. This is due to conversations still to happen around 'at risk' posts internally.

The Council approved a proposal to be drafted for the December meeting regarding the importance of engagement and how the team should work going forward.

ACTION: - Plan to be drafted for December meeting for consideration SC/WJ



ACTION: - Sector Council rules and regulations to be recirculated prior to 10th November session – CB1

CB closed the meeting at 12.10 pm and thanked everyone for their attendance, confirming the next meeting would be the Thursday 8th December in person.