

**SUMMARY MINUTES OF AHDB BEEF AND LAMB SECTOR COUNCIL MEETING
HELD ON THURSDAY 8TH DECEMBER 2022 AT 08.30 A.M
AHDB, STONELEIGH PARK, KENILWORTH CV8 2TL**

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: Guy Attenborough (GA) – for specific item only, Ken Boyns (KB) - for specific item only, Samantha Charlton (SC), Angela Christison (AC) - for specific item only, Jo Cook (JC) – for specific item only, David Eudall (DE) – for specific item only, Chris Gooderham (CG) – for specific item only, Will Jackson (WJ), Sara Maslowski (SM) – for specific item only, Kim Matthews (KM) – for specific item only, Roseanne Thomas (RT) – for specific item only, Caroline Burniston (CBu) (notes)

CHAIR WELCOME/REPORT

The Chair welcomed the attendees to the meeting and confirmed Lyndon Edwards, the AHDB Dairy Sector Council Chair and Main Board member, would be attending the meeting on Thursday 2nd March 2023.

APOLOGIES FOR ABSENCE

Steve Thompson confirmed as an apology due to holiday.

DECLARATIONS OF INTEREST

N/A

MINUTES FROM THE COUNCIL MEETING HELD ON 7TH OCTOBER 2022

The minutes were approved

MATTERS ARISING AND ACTION POINTS FROM THE COUNCIL MEETING HELD ON THE 7TH OCTOBER 2022

WJ updated accordingly in line with the enclosed action log. Clarifying the following points: -

- Sector Council role being currently worked upon
- AHW session to be arranged ASAP – will remain as an ongoing item until completion.

SECTOR LEAD REPORT – WILL JACKSON

MANAGEMENT ACCOUNTS – WILL JACKSON

WJ reviewed the finances with the Council referring to the detailed paper that had been enclosed by the Finance Director to support the figures.

BUDGET – WILL JACKSON

WJ updated the Council on the budget progress, confirming that the first cut of the budget was



being finalised following the release of the Sector Plan and a full budget would be available at the March Council meeting.

BEEF AND LAMB ROADMAP – CHRIS GOODERHAM

CG reviewed the paper with the Sector Council confirming a HCC/QMS conversation had taken place and alignment was there, however noting the intention of QMS to eventually produce their own roadmap. CG clarified that case studies to support the document were still a work in progress. Key points confirmed were as follows: -

- Board Bia's Roadmap to be reviewed to compare and contrast
- Spring 2024 the Roadmap would be in a position to promote
- Deliverables must be considered within the document along with managing data
- Carbon calculator starting point – of which Genetics is a big part
- Confirmation that the Roadmap sits under many workstreams
- Important to link the document to the commercial reason that supports it to enable a successful transfer to the farmer.
- Collaboration key in relation to the paper with the intention of the document being an industry roadmap rather than just AHDB.

GENETICS ACTIONS PLAN REVIEW – FOLLOWING WORKSHOPS –

CHRIS GOODERHAM/KIM MATTHEWS

CG/KM delivered an update on the timeline and enclosed paper.

KM reviewed with the Council the summary and stated AHDB's role was to facilitate industry engagement and leadership.

A detailed discussion developed around the importance of genetics within the environment and the processor and consumer perspectives around this.

The Council agreed that AHDB should be leading and driving the industry with improved environment credentials thus being the key to reputation, along with AHDB needing to show leadership in relation to the next level of breeding. Clarification that the uptake is the biggest gain but is also the biggest challenge.

MEASURABLES – ANGELA CHRISTISON/SARA MASLOWSKI

AC confirmed that now is the time to think about the impact of our work and what it feeds into. Measurable pyramid discussed by AC along with recommendations for reporting back to council and levy payers. JT supported this agenda item with a results chain along with an example of the Medicine Hub.

Challenges were debated around impact, long term vs short term and what approach we need to take.

The Council agreed for AC and the team to take this piece of work to the next step.

COMMS OVERVIEW – ROSEANNE THOMAS

RT delivered a presentation to the Council detailing the role and responsibilities within the Communications team. It was confirmed that communication goes out to all levy payers with podcast links, a discussion developed around the importance of raising the profile to these links to encourage better engagement. A short video was played to the Council summarising the

Delivering the Future of Farming event.

The Council thanked RT for her time and insight into the team, which had highlighted areas of work the Council had not realised sat with Comms (e.g., managing misinformation)

AOB/CLOSE

Competition law, the importance of being aware of the document was enforced by the Chairman, particularly when in commercial situations. The topic will now form part of the meeting governance going forward.

We Eat Balanced confirmed as being rolled out from 26th December to February 2023.

Livestock Auctioneers Association. A paper was referred to that had been included in the pack which documented a change to the way this would be carried out in the future. WJ stated his desire to sense check the paper with the Council. DE and JC joined the meeting to discuss the matter in more detail, primarily relating to whether we intend to comply or not comply with the discussion to move the current model to a model that would allow data users to be identified and then charged for the use of data. After much debate and determining the benefits of this approach the Council agreed for this to proceed.

Engagement team. The structure of the team was confirmed along with the principles of the KE plan. Discussion developed on advocates and the role they play. Non-economic and economic measures were discussed and debated along with the timelines associated with these suggested changes. The importance of linking in engagement to pre and post farm gate was reiterated.

The Chair closed the meeting at 12.45pm and thanked everyone for their attendance

