

**SUMMARY MINUTES OF THE AHDB BEEF AND LAMB SECTOR COUNCIL
MEETING HELD ON WEDNESDAY 27 SEPTEMBER 2023 AT
AHDB, MIDDLEMARCH BUSINESS PARK, SISKIN PARKWAY EAST, COVENTRY**

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

APOLOGIES: None

IN ATTENDANCE: Ken Boyns (KB), Liam Byrne (LB) (item 10), Samantha Charlton (SC), Tony Holmes (TH), Will Jackson (WJ), Sara Maslowski (SM) (item 7), Phil Hadley (PH) (item 8), Roseanne Thomas (RT) (item 9), David Eudall (DE) (item 12), Tom Dracup (TD) (item 12), Roz Reynolds (RR) (item 13), Gemma Stanford (GS), Anna Hughes (AH) (minutes)

AGENDA ITEM 1– CHAIR WELCOME/REPORT

The Chair welcomed all to the meeting and introduced the new sector council members, Scott Donaldson and Isla Roebuck, who are awaiting ratification.

AGENDA ITEM 2 – APOLOGIES FOR ABSENCE

N/A

AGENDA ITEM 3 – DECLARATIONS OF INTEREST

N/A

**AGENDA ITEM 4 – MINUTES FROM THE COUNCIL MEETING HELD ON
19 MAY 2023**

The minutes from the 19 May 2023 were accepted.

**AGENDA ITEM 5 – MATTERS ARISING AND ACTION POINTS FROM THE COUNCIL
MEETING HELD ON THE 23 MAY 2023**

Most actions were either complete or were being covered later in the agenda.

- John Gilliland had met with the group online after the last SC meeting.
- GK and Kim Matthews had met to discuss the hog work.
- Engagement and social media, SC will update the group later in the meeting.
- Levy payer survey had been completed and fed back to the main board.
- GS, who will join the meeting later, is currently pulling together the strategic comms plan for B&L which will be fed back to the group.

SC told the group that she has been trying to connect with DEFRA with regards to comms and that they have been slow off the mark. The group agreed that the messages need to be clear with SC adding there should be a link in with the 'why'.



AGENDA ITEM 6 – SECTOR DASHBOARD – WILL JACKSON/SAM CHARLTON/ SARA MASLOWSKI

SM joined the meeting, introducing herself and giving an overview of her role. WJ explained to the group that the dashboard had replaced the sector lead report.

The group discussed the usefulness of the dashboard. GK explained that he was pleased with the structure but queried if the order system should be aligned with the levy payer satisfaction survey. GK suggested reviewing the dashboard again in 6 months to see how well is working.

Action: The Sector Council to review the dashboard in six months

The group queried how often the dashboard is updated and suggested it might be useful for the sector council to be sent the dashboard monthly. SM agreed to feed this back to the main board who had made the same suggestion.

Action: WJ to consider sending the out dashboard monthly going forward.

The group expressed concern that the font was unreadable with WJ explaining OnBoard had changed the font when the document was uploaded.

Action: SM to investigate why OnBoard had changed the font

AGENDA ITEM 7 – B&L MEASURABLES

SM explained to the group that the plan was to map the 'ultimate goal' in reaching the levy payer success measurables. CB added that the purpose of seeing the measurables is so the sector council can build trust in the AHDB teams to carry out the works.

AGENDA ITEM 8 – EXPORT STRATEGY ROLL OUT – PHIL HADLEY

PH explained that earlier in the summer there had been an inward mission with a group of Japanese delegates and, following on from that, the exercise was repeated around the Great Yorkshire Show will attendees from USA, Canada and Dominican Republic.

PH explained that the exports strategy was launched in June:

<https://ahdb.org.uk/exports/beyond-borders>

PH went through the arrangements for Anuga explaining that there will be separate AHDB stands in both the red meat and dairy halls.

AGENDA ITEM 9 – LEVY INCREASE – WILL JACKSON

WJ welcomed RT to the meeting who went on to give an overview of the levy increase timeline for comms, highlighting key dates for B&L. WJ explained that he had recently been meeting some of the main industry stakeholders, such as NFU and NSA, and to gain their support in the levy increase adding that, overall, conversations had been positive.

AMH praised the team who put together the exports video adding that it was a great tool to showcase the fantastic work AHDB do.

JS stressed that AHDB should be highlighting to Ministers that 'we' carry out work, such as exports, that no-one else has the expertise to do. WJ agreed adding that AHDB want to

continue to do the work they do but to deliver more. SC explained that questions had been asked to why we are asking for more money when we have made cost savings (loss of Horticulture and Potatoes, moving from Stoneleigh)

Action: AH to share RT's slides with the group

RT told the group that AHDB will soon start a six-week comms campaign and gave an overview on what this would cover for B&L. WJ stressed that he had been encouraging sector council members to come forward to offer support with comms. JS explained that the sector council members are keen to do so and wanted to do more to support the Chairman. CB went on to explain that he had been asked why AHDB aren't looking to raise the levy further. WJ told the group that AHDB are bound under the statutory instrument this time but going forward there needs to be a conversation on how we can change the legislation.

GS introduced herself to the group explaining that she works closely with SM and WJ.

BG queried the outcomes from the Shape the Future work last year adding that there is still a lot to be done with regards to reputation. BG added that AHDB also need to be seen to be heeding the feedback from Shape the Future on the environment. KB explained that in his view environment is fundamentally important to the B&L sector going forward adding there should be money spent on environment.

AGENDA ITEM 10 – MANAGEMENT ACCOUNTS – TONY HOLMES

TH told the group that period five had finished with a reduction in reserves against the forecast. TH went on to explain that the predicted levy income is slightly higher and that non-operating costs have increased. PU praised TH and his team for presenting a set of accounts with no huge overspends or underspends.

LB, Marketing Director, was welcomed to the meeting. JT queried if AHDB need an overarching strategy with KB explaining that the sector plans are top level, then there is the bottom-up approach and that there needs to be a connecting piece in the middle. PU ask if there was a better way to spend small amounts of money with WJ explaining that a new triage process has recently been put in place to access small scale pieces of work.

LB gave a quick overview of the recent campaigns such as 'Eat Like A Lioness' which had resulted in ninety pieces of press include ads on Sky TV. A new TV advert has just been completed ready for release in January. The group were also told that the Comms team had been nominated for four industry awards.

LB went through a proposal for an additional spend which will help with Buy British and Halal ads – LB went on to break down two investment options.

The Sector Council accepted the proposal to go with the recommendation of option 2.

AGENDA ITEM 11 – ENGAGEMENT – INTRODUCTION TO NEW PROGRAMME – SAM CHARLTON

SC gave an overview of the Engagement Teams structure and the support they give within their regions. SC went on to show the group a video to promote the soon to be launched 'Roots to Resilience' workshops. The new format will be about systems thinking looking at all elements of how the business works with the cost to attend these workshops being circ. £325. JT expressed concern that many farmers won't been convinced that they need to sign up for and pay for the programme with GK expressing concern that it isn't clear from the launch video what people would be signing up for.

AGENDA ITEM 12 – MARKET INTELLIGENCE – DAVID EUDALL/TOM DRACUP

TD introduced himself to the group as Lead Analyst for deadweight lamb and gave an overview of the pricing. TD explained to the group that AHDB will proceed with applying SQQ.

TD gave an overview of the standards review that had been included as part of the pack. GK queried if standards will cover nutrients with WJ explaining that AHDB will concentrate on the scope going forward.

DE gave an overview of the LAA date, which AHDB will stop collecting in the near future. DE went on to explain that there is the option to purchase the data back from LAA to enable it to continue to be published on the AHDB website.

AGENDA ITEM 13 – EDUCATION PILOT – ROZ REYNOLDS

RR introduced herself to the group and gave an overview of 'Food a Fact of Life'. RR went on explain 4 pilot projects:

- Ingredients into schools
- A-level resources
- On-farm school conference
- Supporting farmers to deliver school farm visits

<https://ahdb.org.uk/schoolfarmvisits>

GS suggested that the free school resources are pushed towards schools before half term to gain support from parents. JS expressed concern that the resources are hard to locate on the AHDB website.

AMH explained she is keen to link in with the Education team due to her work with post 16-year-old students

Action for RR and AMH to discuss offline due to AMH working with post 16-year-old students.

AGENDA ITEM 14 – B&L ROADMAP – CHRIS GOODERHAM

Due to time constraints, the slides will be circulated to the group with CG happy to take questions via e-mail.

AGENDA ITEM 14 – AOB

JS expressed concern at the frequency of meetings, especially over the summer period. WJ explained that it would be difficult time wise due to how busy the teams at AHDB are however agreed that it would be good to have an hour virtual catch up.

The group thank Caroline Burniston for her help and support over the years.

AGENDA ITEM 15 – CLOSE

The meeting closed at 1.00pm