

**SUMMARY OF THE BEEF AND LAMB BOARD
HELD ON TUESDAY 10TH DECEMBER 2019
THE BOARD ROOM, AHDB, STONELEIGH PARK**

PRESENT: Adam Quinney (Chairman) (AQ), Phillip Abbott (PA), Peter Baber (PB), Colin Bateman (CB), Trevor Bellis (TB), Conor Colgan (CC), James Evans (JE), Gill Fine (GF) (Skype), Laurie Ibbotson (LI), Duncan Nelless (DN), James Shouler (JS), Richard Sparey (RS), Steve Thompson (ST), Robert Venner (RV),

IN ATTENDANCE: Will Jackson (WJ), Christine Watts (CW), Caroline Burniston (CB1) (notes)

CHAIRMANS WELCOME – APOLOGIES FOR ABSENCE

The Chair opened the meeting at 8.30am. Apologies were received from Steve Consibee.

AQ gave an update on recent activity focussing on issues around methane and cattle, along with the importance of joined up work being carried out closely with external stakeholders and the need to be more visible, an example of this being the BUMPA conference in March.

DECLARATIONS OF INTEREST

TB confirmed his appointment as a non-Executive Director for Janan.

MINUTES OF THE PREVIOUS MEETING HELD 12TH SEPTEMBER 2019

The minutes were approved and signed off, abbreviation error for PURDAH highlighted, since corrected.

MATTERS ARISING FROM THE MEETING 20TH JUNE 2019

WJ offered a full and detailed update on all matters.

LIP. Small working group from the Board has been set up including JE, JS, CB and ST along with Andrew Fletcher from the Dairy Board to support this implementation. Areas for this working group to consider were confirmed as genetics and the data.

ST stated that countdown knowledge is key ensuring the Board are fully up to speed with step by step progress.

AQ confirmed that the importance of EID and the need to understand better what works and what does not being critical, the 6 day rule was heavily debated and how this should be applied within the programme along with the key features confirmed as data sharing and interaction. The importance of strategic farms and their use of EID was clarified as key ensuring the system be fully understood to support the roll out.



Skype training was confirmed to be scheduled before the February 2020 Board meeting.

-RFF. WJ gave an overview of the situation and how we are addressing this matter, confirming the plan for how the levy will be redistributed to the appropriate streams along with a summary of the conversations currently taking place with Defra, HCC, QMS and Scottish and Welsh government. A group are working through the calculations and collecting the data to run an example. A paper has been created to feed into a ministerial briefing document that will be circulated to all governments..

WJ confirmed there is a meeting in place for December to discuss agreement with HCC & QMS. PB asked how the RFF would be reflected within the accounts in 2019/20, WJ explained the current system will remain in place for this year.

CW stated in relation to Veganuary facts and source material would be shared to the Board members, with a launch scheduled for the 20th January titled 'ordinary food is good enough'.

E Board Papers. From January 2020 it was confirmed that Board papers would be paperless and be available on an on-line portal. To support this, all members gave approval for their email addresses to be held by a 3rd party to facilitate this, discussing how the pack could be viewed on the day and querying the issue around printing out papers.

MANAGEMENT ACCOUNTS

WJ delivered on the item reviewing with the Board all the detail within the report, confirming management accounts training for new and existing Board members was being planned.

STRATEGY DIRECTOR UPDATE

WJ gave an update and overview on his paper.

MI UPDATES ON CURRENT PROJECTS

Chris Gooderham, Duncan Wyatt and Phil Bicknell delivered a presentation on current projects to the Board. A detailed discussion developed around KE as well as improving the value of hides. It was confirmed that the Beef and Lamb area of the old web site would be migrated to the new site on the 1st February 2020.

AOB

There was no other business.

DIGITAL ROUNDUP

Matt Catlin delivered a roundup on social media activity relevant to the sector. A detailed discussion developed around utilising our Facebook page more by approaching contacts who have large followings and asking them to share our updates.

Tom Hind and Phil Hadley joined the meeting

MARKETING CAMPAIGN



Liam Byrne and Gareth Renowden delivered to the Board an update on the Lamb campaign's marketing activity. Attitudinal change was confirmed as key going forward in the long term for this area and a discussion developed around how we track improvement in sales once campaigns come to a close. RV stated his thanks to the team for the work carried out.

AQ closed the meeting at 3.00pm

STRATEGY UPDATE AND REVIEW

WJ gave an overview on what had been covered confirming the importance starting with the strategy and then working out the detail following with a key emphasis on communication in particular internal.

Domestic – the need to make what we do credible ensuring it is evidence and science based. A debate unfolded around what our message is and the confidence in eating red meat.

International – a discussion developed around measuring with the added need to ensure we are focusing on markets, CC used the strategic farms as an example of this allowing the farms to showcase to other countries how they operate

Environment – Confirmed as a key role for KE

Business – RV stated the importance of asking if we can do this better than others do, CC confirmed the need for strategic thinking in relation to this area. JE debated the link to the ELMS 5 years programme and a debate developed around selling our products.

AQ clarified if our domestic price increased then this would be a positive occurrence, but the need was key to look at improving efficiency in light of the huge changes on the horizon along with the responsibility we have as a Board and industry to map out these changes and respond accordingly.

WJ stated that evidence shows productivity within the sector is becoming worse and the marketing ourselves out of a problem is not a viable option. CB stated that the culture of farmer's means they will not engage until change happens, DN discussed the importance of evidence based work required. TB confirmed in relation to export events it is not farmers who attend it is industry or processors.

TH confirmed the Board held the responsibility for a decision on this, stating that what the industry is currently delivering is not working and the need for more farmers to benchmark. GF suggested looking at key areas where we could add value.

Reputation – confirmed as the umbrella of everything we do

Technical – WJ debated how and where we can have the biggest influence from a technical point of view. LI asked how we target those farmers who are not in the top % who do not engage at all.. PB stated the importance of thinking about how the industry will look in 10 years' time. AQ stated reputation is key to this with strategic farms being used as a tool giving what we do a theme and a purpose.

AQ closed the main Board meeting at 13.00pm

EXTERNAL STAKEHOLDERS STRATEGY SESSION

Nick Allen, Norman Bagley and Phil Stocker joined the Board. WJ gave an overview of the suggested strategy to the stakeholders. To summarise:-

More collaboration with external stakeholders needed to happen in relation to International, with the need to get broader and deeper, confirming public and social goods are now contributing largely to the local economy.



Reputation was confirmed as a correct approach.

In relation to International, market access was determined key with a review on what works well being required.

AQ thanked the stakeholders for their attendance confirming more information would be available in January once the new Chairman was appointed.

