

**SUMMARY OF THE AHDB BEEF AND LAMB SECTOR COUNCIL MEETING  
HELD ON THURSDAY 20<sup>TH</sup> JANUARY 2022 AT 8.30 A.M  
VIRTUAL MEETING**

**PRESENT:** Colin Bateman (CB) (Chairman), Trevor Bellis (TB), Anne-Marie Hamilton (AMH), Laurie Ibbotson (LI), James Shouler (JS), James Taylor (JT), Steve Thompson (ST), Paul Unwin (PU),

**APOLOGIES:** Robert Venner (RV)

**IN ATTENDANCE:** Will Jackson (WJ), Tim Rycroft (TR), Ken Boyns (KB), Sam Charlton (SC) (for specific item only), Jon Foot (JF) (for specific item), Chris Gooderham (CG) (for specific item), April Hughes (AH) (for specific items), Roseanne Thomas (RT) (for specific item), Caroline Burniston (CB1) (notes)

**CHAIR WELCOME AND INTRODUCTIONS**

The Chair welcomed attendees to the meeting.

**APOLOGIES FOR ABSENCE**

Confirmed as Robert Venner (RV)

**DECLARATIONS OF INTEREST**

N/A

**MINUTES OF THE COUNCIL MEETING HELD ON 23<sup>RD</sup> NOVEMBER 2021**

The minutes were approved

**MATTERS ARISING AND ACTIONS POINTS FROM THE COUNCIL MEETING HELD ON THE 23<sup>RD</sup> NOVEMBER 2021**

WJ updated on the matters arising, the following points were noted: -

- Rothamstead visit – this will be actioned this year
- Medicine Hub to feature on the next agenda
- Slide deck for members to take to events ongoing
- 8.1/21 change 'Board' to Council

**CHAIRMAN'S REPORT**

CB updated the members on the various meetings with external stakeholders, feedback positive along with offers of help to encourage Levy Payers to register. Sector Council recruitment ongoing, Phil Stocker attending the interview panel. CB1 to issue appraisals in the coming weeks, completion required and return at earliest convenience. Lamb Exports discussed and confirmed as a good news story.

**SECTOR DIRECTOR'S REPORT**

WJ covered the report, highlighting export work was key. TB stated Marketing and the Eat Balanced campaign was more important than ever with a bigger dip this year on retail,



attitudinal change was now the focus. WJ confirmed Halal market was priority focussing on sheep meat sales.

### **B&L MANAGEMENT ACCOUNTS**

WJ updated on the accounts, confirming several variances were within the pack.

### **WORKSTREAMS – KEN BOYNS, WILL JACKSON**

WJ stated that agreement was being sought within the meeting to agree the technical wording of what is within the workstream and whether these are the correct principles associated. Clarification that in June vote results will be shared. Regarding targets a suggestion that a dashboard format would be brought to a meeting in the future for assessment.

### **SHAPE THE FUTURE VOTE UPDATE – ROSEANNE THOMAS, CHRIS GOODERHAM, SAM CHARLTON**

SC opened this item by demonstrating an overview of the work being undertaken by the KE department. SC stated her intention to start work with more of the business areas of AHDB that are behind the scenes. Two videos were demonstrated and were both well received. Confirmation that KE's main targets are to contact stakeholders to promote registration.

### **AOB**

ST offered his credit to the team for all the work that is happening and expressed his full support.

Meeting closed at 12.10pm