

**SUMMARY OF THE AHDB BEEF AND LAMB COUNCIL MEETING
'SHAPE THE FUTURE'
HELD ON 23rd NOVEMBER 2021 8.30AM AT CHESFORD GRANGE HOTEL**

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

APOLOGIES: N/A

IN ATTENDANCE: Will Jackson (WJ), Tim Rycroft (TR) (for specific item), Victoria Prentis (VP) (for specific item), Chris Gooderham (CG) (for specific item), Roseanne Thomas (RT) (for specific item), Ken Boyns (KB) (for specific item), Caroline Burniston (CB1) (notes)

CEO ADDRESS – TIM RYCROFT

TR addressed the Council in relation to the importance of their role in selecting the big issues for the sector.

MINISTER ADDRESS – VICTORIA PRENTIS

VP addressed the Council and welcomed the new Chairs, confirming much had been achieved since RfV had been published in April. VP stated that AHDB provides a very valuable service to LP's and the importance for AHDB to play a key role in the industry post Brexit. VP extended her thanks for all the help and support offered to Defra in recent months (particularly in the pig crisis). Discussion that COP had raised the importance of agriculture within the political arena. Further debate around the devolved nations, and the farming investment fund were also discussed. The session closed with VP extending her thanks to the AHDB team for everything they are doing.

VOTING PORTAL – CHRIS GOODERHAM

CG presented to the Council the mechanics of how the voting is set up and how the portal looks.

COMMS PLAN – ROSEANNE THOMAS

RT discussed the main phases to the plan confirming that changing the narrative and earning back the trust was key. Farmer first approach, working with trade press and stakeholders – sector specific approach.

REFINING THE WORKSTREAMS – KEN BOYNS

KB explained what a workstream constituted of and the aims of the morning's session. Shape the future roadmap was broken down and discussed

BEEF AND LAMB COUNCIL MEETING GOVERNANCE – COLIN BATEMAN

CB welcomed the members and set out some parameters for the meetings going forward. Minutes from the meeting of 9th September were approved. No apologies or declarations of interest stated. Matters arising, accounts and SD report all assumed to be taken as read.

AOB

N/A

The Chairman closed the meeting closed at 1.50pm

Date and time of next meeting 20th January 2022

