

**SUMMARY OF AHDB BEEF AND LAMB BOARD MEETING  
HELD ON 6<sup>th</sup> MAY 2021  
TEAMS MEETING**

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

**APOLOGIES:** Richard Sparey (RS) – resigned

**IN ATTENDANCE:** Rebecca Miah (RM), Liam Byrne (for specific item) (LB), Jon Foot (JF), Phil Hadley (for specific item) (PH), Karen O'Callaghan Lowe (for specific item) (KOL), Carrie McDermid (for specific item) (CMcD), Diane Prescott (for specific item) (DP), Christine Watts (CW), Caroline Burniston (CB1)

**CHAIRMAN'S WELCOME – APOLOGIES FOR ABSENCE**

The Chair, Adam Quinney, opened the meeting at 10:00am and welcomed those in attendance. A discussion developed how Chairs will be elected and their relationships to levy payers. AQ confirmed his chairmanship for the Sector until September.

**APOLOGIES**

No apologies

**DECLARATIONS OF INTEREST**

There were no declarations of interest

**MINUTES OF THE MEETING 25<sup>th</sup> FEBRUARY 2021**

The minutes were approved and signed by the Chair.

**MATTERS ARISING OF THE MEETING 26<sup>th</sup> FEBRUARY 2021**

RM updated on the actions.

**MANAGEMENT ACCOUNTS**

RM briefly covered the report and offered the Board an opportunity to ask any questions on the accounts at the end of the meeting

**STRATEGY DIRECTOR UPDATE**

Information paper due to the time constraints of the meeting

**WHAT DO I GET FOR MY LEVY**

AQ presented some key slides. The Board were in agreement that the presentation offered good clarity and its simplicity was complimented. Discussion items developed around focusing on outcomes and achievements and whether environment should be separate and how beneficial it would be to use the image to contact disengaged levy payers.

The suggestion of having this graphic at the bottom of emails and processed into banners and posters for extremal circulation was enthusiastically discussed. AQ confirmed more details will go onto the website to support this piece of work.

**UN UPDATE**



RM delivered a presentation on this area detailing x5 action tracks. Developments so far have been in relation to global discussion and a national dialogue. JF commenced a discussion around COP and whether it will now happen in the time suggested. The Board offered overall agreement that AHDB's KPI's should be global.

#### **RETAIL PACKAGING UPDATE**

LB presented to the Board offering an overview on how money was spent last year and the planning considerations for the next financial year. CB stated his inspiration following the presentations and stressed the importance of getting people engaged. With an increase in lamb consumption for younger consumer it was wondered if we had any plans to bring these people in on a permanent basis to help build out future market share. Eat Balanced work to support this in Autumn..

#### **OVERARCHING EXPORT PLAN**

PH covered headline news from the function. Covid 19 distributed developments, however where we have a staff presence overseas that has really helped support activity and offered feedback to MI on the activity on the ground.

#### **LPSS**

Due to the agenda overrunning this presentation will be sent out to the Board for review. Following the meeting.

#### **CRM COMMS**

DP offered an update on where we are in relation to CRM and the state of play.

#### **KE**

KOL gave an overview of the team and its priorities for the sector. .

#### **AOB**

RV enquired if a document was available on the web site detailing the latest strategy and if a traffic light system would detail progress development within the areas of work.

The Chairman closed the meeting closed at 12.50pm

Date and time of next meeting 9<sup>th</sup> September 2021