

**SUMMARY OF THE AHDB BEEF AND LAMB BOARD MEETING
HELD ON 14th MAY 2020
TEAMS MEETING**

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

APOLOGIES: Laurie Ibbotson (LI), Richard Sparey (RS)

IN ATTENDANCE: Liam Byrne (LB), Steve Evans (SE), Anna Farrell (AF), Tom Hind (TH), Will Jackson (WJ), Grace Randall (GR), 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 along with inviting the new Board members to introduce themselves including introductions from Tom Hind and Christine Watts.

AQ confirmed that the weekly conference calls would continue until BAU, with Wednesday 20th May call including Jane King and Nicholas Saphir.

AQ spoke in detail regarding LIP and the need to be involved due to the importance of the data, confirming a step change could be dramatic and noting this area was a key conversation topic within the industry.

DECLARATIONS OF INTEREST

There were no declarations of interest

MINUTES OF THE MEETING 27TH FEBRUARY 2020

The minutes were approved and signed by the Chair.

AGENDA ITEM 4 – MATTERS ARISING OF THE MEETING 27TH FEBRUARY 2020

WJ confirmed:- Skype/Teams training complete, remove.

RFF overview for the benefit of the new Board members given, confirming it related to money for collaborative work across England, Scotland and Wales for the sector with a view to creating a long term solution..

Operation Report, Rob Clayton (SSD Potatoes) leading a workstream to update the report with the expectation being that this would be ready for the September Board meeting.

WJ offered an update on LIP and confirmed once Beta testing is required we would be in touch with Board members for their involvement.

MANAGEMENT ACCOUNTS

WJ presented the accounts up until the end of March 2020. The Board had no queries

STRATEGY DIRECTOR UPDATE

WJ stated that this report was lengthy due to a requirement for all teams to showcase activity and capture the full range of work taking place in these unprecedented times. It was confirmed that KE and Technical have in particular had to adapt and re model their way of working due to Covid with more online activity taking place. Credit was paid to the Marketing team for working adaptably and flexibly at pace relating to sector specific campaign work. The Board unanimously agreed that what the team



had carried out had been ground breaking particularly the collaborations with HCC and QMS. WJ confirmed the importance of having evaluation throughout this current campaign (#makeitsteak), and the need to be sure of the impact so that future campaigns can be judged

LIP UPDATE

AQ gave a brief update on this area confirming 3 main areas of work, which are: - monthly progress meetings and Defra led meetings which both feed into the main Board meeting, along with a small sector board working group to take this forward.

LAMB CAMPAIGN EVALUATION - COVID19 UPDATE

LB and GR delivered a presentation on the Lamb Campaign based on stimulating demand for UK Lamb in a no deal Brexit situation. JT enquired on follow up plans to the campaign and the confidence in the sample size, CW confirmed this campaign had been jointly funded with Defra with £80K invested in evaluation which is rigorous..

TH confirmed that evaluation was unlikely to provide a ROI at the producer level, WJ confirmed was being looked into.

CB enquired around figures relating to retailer staff time and costs, LB sated the work they undertake with a broad spectrum of large retailers, is carried out at point of purchase, this available data is suggested to be shared with the Board, bearing in mind the work is collaborative. CW stated lamb is in double digit decline and stated the importance of keeping the product in front of the consumer, however with lamb typically eaten through food service it was suggested that in the Autumn there was a potential problem leading into Brexit for Lamb.

AQ requested LB to join a Board telephone call to debate and discuss this topic more.

LB delivered a presentation detailing the support offered to the sector throughout the Covid impact. LB confirmed the importance of Board members using their networks to support the campaign #makeitsteak. WJ complimented the campaign due to its flexibility and the ability to pivot the campaign to a differing product should we need to.

AQ requested a briefing note to be pulled together to enable Board members to communicate the good work out externally, WJ confirmed a call was scheduled with key CEO's from a variety of organisations to cascade the information out.

REFORECASTING

WJ provided an update.

REQUEST FOR VIEWS

WJ delivered a presentation relating to the sector, confirming the main report was available for those that required it. WJ noted that the strategy mirrored the areas of improvement that had been suggested. AQ confirmed focus groups had now been set up offering an opportunity to drill down more into key areas. WJ commented that a key finding from this is how we communicate back to the levy payers.

AOB

WJ confirmed CB1 would be contacting each member to establish the publications that they require

TB requested information from Phil Hadley on Exports and end to end deals coming into place and the suggested effects on lamb. CW confirmed Phil Hadley would offer an hour session to the Board to cover worldwide impacts.

Confirmed that CB1 would arrange the suggested three meetings for over the next few weeks including if impacted Dairy Board members.

The Chair thanked the Board for their attendance, and closed the meeting at 12:30pm