

**SUMMARY OF THE AHDB BEEF AND LAMB BOARD MEETING  
HELD ON 27<sup>TH</sup> FEBRUARY 2020  
WOODSIDE HOTEL, GLASSHOUSE LANE, KENILWORTH**

**PRESENT:** Adam Quinney (Chairman), Phillip Abbott (item 5 onwards), Peter Baber, Trevor Bellis, James Evans (items 1 – 7)), Gill Fine (items 1 – 9), Laurie Ibbotson (item 6 onwards), Duncan Nelles, James Shouler, Richard Sparey, Steve Thompson, Robert Venner

**APOLOGIES:** Colin Bateman (CB) Conor Colgan

**IN ATTENDANCE:** Susannah Bolton (item 1 – 9), Clive Brown (CBr) (item 8 onwards), Liam Byrne (item 10), Sue Cleaver (minutes), Anna Farrell (item 10), Tom Hind (item 8), Will Jackson, Christine Watts (item 10)

### **WELCOME**

The Chair, Adam Quinney, opened the meeting at 8:00 and welcomed those in attendance. It was the last Board meeting for James Evans, Duncan Nelles, Steve Conisbee, Gill Fine, Phillip Abbott and Peter Baber. The Chair thanked them all for their commitment, contributions and hard work on the Board.

The proposed strategy timeline was clarified. There had been opportunity to input in to the strategy at previous meetings, and there would be further opportunities before it was signed off. The strategy suggestions had been fed into the 20/21 budget proposal, which would be covered later in the agenda. Peter Kendall, the current AHDB Chair, would be finishing his term at the end of March 2020, and there had been a delay in the appointment of the new Chair due to a variety of factors including Brexit and Purdah. The final version of the strategy would be delayed to take into account the new AHDB Chair's views.

AQ updated the Board with latest industry news:

- The Chairmanship for RUMA (Responsible Use of Medicines in Agriculture) had now been advertised.
- John Cross had been appointed as the Chairman of Livestock Information Ltd.
- CHAWG (Cattle Health and Welfare Group) and SHAWG (Sheep Health and Welfare Group) would be coming together under the RHWG (Ruminant Health and Welfare Group). There was buy-in from industry organisations such as NFU, and the CVOs of the devolved administrations. AHDB had been funding CHAWG and SHAWG for nearly 10 years, and would contribute towards RHWG. The RHWG would act as a centralised cross-border group with real focus and output, helping bring alignment and engagement across the UK. The Chairmanship had now been advertised. AQ thanked Gwyn Jones, Chair of the AHDB Dairy Board, for his hard work and commitment in making the RHWG a reality.

The Board wished Caroline Burniston a speedy recovery.

### **APOLOGIES**

Apologies were received from Colin Bateman and Conor Colgan.

### **DECLARATIONS OF INTEREST**

TB declared that he had been asked to sit in on and Chair a meeting group (approx. 3 times per year) within the Halal Food Authority called the Impartiality Committee.



RV declared that he was the new Chairman of the South West National Beef Association.

## MINUTES

The minutes from the meeting held on 9<sup>th</sup> December 2019 were discussed. GF noted a line had not been coloured in the management report, and this had not been added to the matters arising. WJ confirmed that this had been investigated, and was due to human error. Subject to this amendment, the minutes were accepted as a true record and signed by the Chair.

## MATTERS ARISING

An update on the matters arising from the meeting held on the 9<sup>th</sup> December 2019 had been included in the papers and were taken as read. Skype training remained ongoing due to the HQ fire.

The latest Operational Report had not been completed in time due to the HQ fire, and would be loaded within the next 2 weeks. The Board agreed that there needed to be an upgrade of the Operational Report and a solution needs to be found quickly. An AHDB working group had been tasked with re-designing the report, which would tie in with the new strategy.

## MANAGEMENT ACCOUNTS

WJ presented the finance management accounts taken as read. The full report from the Defra Request for Views was still outstanding. The Board discussed the potential impact this could have on the future strategy and budgeting plans. It was agreed that the way forward was to continue with the current proposals, which had industry support, and then adapt as required once Defra's decision was known.

## STRATEGY DIRECTOR UPDATE

WJ presented the Strategy Director update taken as read. He highlighted the RHWG which had already been discussed in agenda item 1.

The Board discussed the potential impact of Coronavirus on exports.

The work done by Comms had been successful, and included the Ordinary Food Campaign, articles in Farmers Guardian and Farmers Weekly, interviews, and other background work including challenges to the BBC and Channel 4.

## KNOWLEDGE EXCHANGE – 2020 ONWARDS (Susannah Bolton/Liam Byrne)

SB and CBr gave a Knowledge Exchange update, covering current activity, future plans, and the proposed areas of focus for 2020 onwards. Current budgets and programmes were discussed, including a Farmbench update, and future changes highlighted. The importance of Strategic Farms to deliver KE material was discussed, with social media used to amplify the messages and increase engagement. It was agreed that the link between research, knowledge exchange and comms was vital to deliver strong messages. The Board discussed in detail a variety of topics include the characteristics of top performing farms, the potential of genetics, the use of carbon footprint tools and reducing cost of production.

The Board were positive about the direction that the KE team were taking. They highlighted the need to engage with a variety of farms, including information for top performing farms, so that everyone could be stretched. The Chair thanked SB, CBr and the team for their hard work. He recommended the new podcasts to the Board, which could be listened to whilst driving a tractor.

## ACTIVITY PLANNING 2020

WJ presented budgets for next year, and activity for next 12 months. The budgets reflected the strategy discussions that had taken place in previous meetings. WJ covered activities that would be stopped, started and continued for all areas and these were discussed in detail. Some members of the Board requested more detail, but it was agreed that it was not feasible for the Board to examine the vast lines of activity across all functions.

In summary there would be an increase in spend in the areas of market development and exports. There would be a slight decrease in spend in research and KE. Research areas were being refined, and the importance of environment was highlighted. There needed to be bolder, braver communication, driving the message and talking about what AHDB is doing. RV noted that this was a fair interpretation of what the Board had proposed which the emphasis on export and market development at home. DN commented that there needed to be a further discussion at the R&KE committee which was following on from the Board.

The Chair summarised that the Board was in agreement with the proposed budget and sign off of the activity plan. He noted that there were a few clarifications however what had been presented reflected what the Board had discussed over the last three months.

**MARKETING UPDATE/QSM DECISION (Liam Byrne)**

LB presented a marketing update and QSM proposal to the Board. A paper had been included in the pack and was taken as read.

**AOB**

The Chair asked the Board members to volunteer for the Livestock Information testing group, and to think of one other person who could be involved in testing, and pass this back to WJ.

The Chair thanked the Board for their attendance, and closed the meeting at 13:30

Signed.....Dated.....