

**MINUTES OF THE MEETING OF THE BEEF & LAMB BOARD
HELD AT STONELEIGH PARK ON
WEDNESDAY, 17 JANUARY 2018**

PRESENT: Adam Quinney (Chairman), Philip Abbott, Peter Baber, Howard Bates, Ros Turner, Duncan Nelles, Rizvan Khalid, Stephen Conisbee, Andy Foot, Robert Venner, Gill Fine (via Skype), Laurie Ibbotson, James Evans

IN ATTENDANCE: Laura Ryan, Tom Hind, Chris Perry, Christine Watts, Bill Parker, Joseph Keating, Emma Walker, Nick White, Lynn Smith

APOLOGIES: Paul Westaway, Mark Allan

CHAIRMAN'S WELCOME

AQ Thanked Norman Bagley (AIMS) who spoke at the board dinner, talking about the importance of beef quality and traceability. Norman presented a paper by Prof David Hughes highlighting the global demand for meat quality eating schemes and that provenance is not enough as it's taken as a given by consumers. AHDB's Quality Standard Mark is key to the AIMS membership.

Project FORT (Future of Red Tractor) will be an agenda item at AHDB Main Board looking at additional investment for a consumer marketing campaign. AQ pointed out that lamb sales are driven by the halal market and export, neither of which is through Red Tractor. For beef eating quality is key and Red Tractor does not address that either. AQ has notified the other sector chair that Beef & Lamb board does not want to invest beyond current levels. The board are in agreement and wish for Adam to take this forward to main board. AQ pointed out that he values what Red Tractor are doing with pulling together all the schemes which is vital for the industry.

MATTERS ARISING AND ACTION POINTS

7.9 EU Lamb campaign overview

Nick White and his team are currently planning the information and should be available in a month's time. Interbev are leading it. AQ informed that Jo Biggs is sharing a monthly update over the next 3 months as to what is happening so that the industry is kept up to date. LR will request a paper for board and distribute as soon as available. Any queries to be fed back into LR. Further discussion to take place at the March board.

7.15 Budgets for 18/19 to be updated against this year's forecast

The request was to have them aligned against this year's forecast and also lined up against strategic objective. Page 64 in the pack shows it is lined up against the forecast but not against the strategic objective until completion week at the end of the month. LR will circulate when available.

MANAGEMENT ACCOUNTS – CP presented the accounts

STRATEGY DIRECTOR UPDATE – taken as read and highlighted key take out
Work around Stocktake and Farmbench continues and LR is encouraging the teams to take a full review of what they both look like in terms of the output.

JE asked why the Genetics role has not been filled. AQ advised that the right person has not yet been found, they must know genetics inside out including EBV's. It will be advertised again. A long discussion took place regarding EBV's and AQ agreed that it would be an agenda item at the March Board meeting so it can be discussed in full.

LR proceeded to discuss the strategy and the 4 priorities that were agreed and the updated figures with the help of Finance on page 68, which is the proposed budget for the next financial year. The teams are working on the activity plan and what work that will be taking place to underpin each of these functional areas. Once this has been done LR will then be able to share what that budget will look like allocated to each strategic priority.

LR pointed out the challenges being faced with the ring fenced funds and the work that is being developed with HCC & QMS over the last 6 months. LR advised that the next steps will be a jointly agreed press release that will go out which will be based on the detail that is in the board pack.

PLANNED AMR WORK – Presentation

Bill Parker presented the overview of planned AMR work and roadmap for the year. An investment test is scheduled for the end of April.

AQ would like a document which shows what the roadmap is for the next 3 years so that is clear to the industry what our priorities are and what will be delivered to achieve that.

LIVESTOCK INFORMATION PROGRAMME (LIP) and TRACEABILITY DESIGN USER GROUP (TDUG) UPDATE – Presentation

Joseph Keating presented LIP and TDUG. AQ summarised by stating that LIDEH is the priority and will not function without the data. Defra are currently giving mixed signals on the funding side, hopefully we will know more by mid-summer their intent on the funding.

THIN CUTS CAMPAIGN sign off - Presentation

Nick White presented to the Board the two options that had been trialled. The Board gave their approval for Strip Teas, however pointed out that we need to be conveying the health benefit message in context and also advising the recommended 70g per day of all red meat.

ANY OTHER BUSINESS

Regional meetings taking place w/c 29 January and would like to see as many board members attending as possible.

AQ advised the Board that there had been a huge interest with the board vacancies and 10 will be interviewed for the producer role and 3 for the processor role. The interviews take place during January and February.

An invitation has been received to attend New Zealand and the flights have been paid for by the UK Government for April. It is to look at the relationship between the industry and Government and how New Zealand do things.

Young Consumers Conference is taking place on 17 April.

PB gave a brief update from the R&KE Committee Meeting. Terms of Reference is being looked at as it is currently the old EBLEX format and the revision is now in a draft format, once agreed it will be presented in the March Board pack.