

**MINUTES OF THE MEETING OF THE BEEF & LAMB BOARD
HELD AT STONELEIGH PARK ON
THURSDAY, 2 NOVEMBER 2017**

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

IN ATTENDANCE: Laura Ryan, Tom Hind, Chris Perry, Phil Hadley, Christine Watts, Lynn Smith

APOLOGIES: None

CHAIRMAN'S WELCOME

AQ thanked the Board for their attendance the previous day which was a full session covering R&D Committee meeting, Finance Committee meeting, Strategy in Action and an overview of the B&L management accounts.

Thanks were given to Ray Keatinge and Peter Hardwick for attending the pre board dinner. Discussions took place with the animal databases and LIDEH, the industry must be made aware that work is taking place, however the board have concerns that there may be some duplication as processors are already working on database systems. Board also discussed the forecasted overspend on exports which is mainly due to exchange rates, the Board gave their full agreement/approval for this overspend.

The Board found the B&L Strategy in Action session very useful and look forward to the remaining 3 sessions next year. The next session with focus on Thought Leadership & Horizon Scanning and will be led by Jo Biggs. The TAG groups are very good although in the early stages.

AQ discussed the finance meeting held with Ken Boyns the previous evening and found it extremely useful. GF would now like to see action taking place and a commentary summary of the accounts to be provided in the January Board pack.

AQ advised the Board that Jean Pierre Garnier will be leaving AHDB in January and would like to thank him for all his hard work and wish him well for the future.

MATTERS ARISING AND ACTION POINTS

1.3 Auction Marts

This publication has now been prepared and will be sent for printing within the next week. A copy is being forwarded to RV for his perusal before distribution and will be refreshed quarterly. The first edition is export orientated. LR welcomes any feedback. RV commented that he believes this should be updated more frequently, possibly every 2 months.

5.3 B&L related vacancies

LR confirmed that there are 5 B&L related vacancies

8.1 KE and R&D

Budget meeting to be set up to include PB to agree the KE and R&D costs.

MANAGEMENT ACCOUNTS – CP presented the accounts

STRATEGY DIRECTOR UPDATE – taken as read and highlighted key take out

Work continues with the operational report ensuring that it is completed to provide a true reflection as to what stage we are at with the strategic priorities. Going forward a fuller explanation will be provided in the comments box. KPI's can be revisited if the Board wishes.

PW referred to page 47 of the Board pack which informs there is a 9% fall in lamb sales which he sees as a big problem. MA pointed out that exports have risen substantially though.

PW referred to page 52, Oxford Farming Conference – Oxford Union Debate and asked who will be speaking on AHDB's behalf as they will need to be briefed. TH will correspond with the Conference Chairman due to the seriousness of the debate topic.

GF also pointed out her concerns regarding the blocking of lamb being exported to the UAE due to British Halal certification and that the cost implications are likely to be large. LR informed that one processor in Wales that has been impacted at the moment. RK advised that the Halal Certs have to be accredited in the Middle East. There is currently an overlap of the new and old systems which isn't going smoothly and AHDB are assisting to resolve this.

STRATEGY REFRESH

Discussion took place to set out the objectives and proposed approach for a refresh of AHDB inspiring success strategy.

HALAL CONSULTATION RESULTS - *Presentation*

Phil Hadley presented the results from the Halal Consultation:-

- Lack of retailer engagement and generally low levy payer response hampers decision making
- Need to engage key retailers and levy payers on a 1:1 basis
- Mock up some logo options for discussions
- Review messaging around stunning in other countries

CARCASE CLASSIFICATION CALL FOR VIEWS - *Presentation*

Phil Hadley presented the results from the Carcase Classification call for views:-

- Await outcomes to MSA evaluation
- If clear correlation, progress with a commercial trial to evaluate practicalities
- If weaker correlation, consider statistical implications
- If there is no correlation then there will be a major rethink

FEEDBACK FROM BOARD MEMBERS ON ANUGA

Feedback is very positive and encouraged all Board members to attend where possible.

FUTURE OF RED TRACTOR - *Presentation*

We need to understand with Brexit coming what will be our opportunities in International markets and whether Red Tractor or a form of it might be something that the industry get behind and what is the opportunity for Red Tractor. CW advised that Red Tractor are working with the British Retail Consortium regarding food labelling.

AQ advised that the customers that interest us are 30yrs plus and asked if we are seeing any difference between the different age groups with Red Tractor. CW believes there is not much awareness in terms of Red Tractor within the younger groups however there is an appetite to know that it is assured and traceable.

RK asked about the logos and whether Red Tractor and QSM will sit side by side or will just one logo be used. CW advised that 78% of consumers recognise the Red Tractor logo and believes it's the way forward.

ANY OTHER BUSINESS

AQ advised that we will be advertising for 4 board members shortly. AQ asked the Board to spread the word that we will be recruiting and will be looking for someone that has a range of skills.

MA attended the Sector Board Conference and advised that he recommends all to attend where possible as it is well worthwhile and looks at centralised thinking.

Stakeholder Conference is 14 November at Chesford Grange.

Regional Events take place w/c 29 January.