

**SUMMARY OF AHDB BEEF AND LAMB BOARD MEETING
HELD ON 26th NOVEMBER 2020
TEAMS MEETING**

PRESENT: Adam Quinney (Chairman), Colin Bateman (CB), Trevor Bellis (TB), Conor Colgan (CC), 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)

IN ATTENDANCE: Will Jackson (WJ), Rebecca Miah (RM), Manjinder Sandhu (MS), Liam Byrne (LB), Gareth Renowden (GR), David Swales (DS) Tom Forshaw (TF), Caroline Burniston (CB1)

CHAIRMAN'S WELCOME – APOLOGIES FOR ABSENCE

The Chair, Adam Quinney, opened the meeting at 10:00am and welcomed those in attendance. AQ updated the group on a meeting with Janet Hughes (Defra), key topics covered as followed ELMS, Reputation policy, LIP and the work on medicines.

AQ updated the group on the planned on-line Town Hall meetings scheduled for the 15th January to communicate the strategy to external stakeholders and levy payers allowing the audience to formally respond, reminding Board members about the role of being ambassadors for strategy.

Brexit news confirming sheep becoming a priority, confirmation that the medicine hub would go live for B&L in Spring 2021.

DECLARATIONS OF INTEREST

There were no declarations of interest

MINUTES OF THE MEETING 9th SEPTEMBER 2020

The minutes were approved and signed by the Chair.

MATTERS ARISING OF THE MEETING 9th SEPTEMBER 2020

RM updated on the following actions:-

Operational Report – Main board signing off new changes to the system on the 15th December prior to it being cascaded out. AQ stated his frustration over the report and the importance of it being fit for purpose going forward.

State Aid call discussion to remain an action to be scheduled following the new strategy.

Business Plan slides circulated – remove action

Management accounts training for Board members due to be rolled out asap.

STRATEGY DIRECTOR UPDATE

RM referred to the paper highlighting growth in all areas. Successful strategic farm week . Genetics, E Medicine Hub and the launch associated were discussed along with branding and cohesion work with digital to key address issues. Imports confirmed to have fallen which may be an effect of the foodservice market and Covid.

MARKET DEVELOPMENT/REPUTATION WORK

LB delivered a presentation on reputation in relation to the sector. Issues around technical matters and retail in terms of challenging their push on plant based products were discussed. A debate around establishing levy payers products into the ever popular food packs that consumers are ordering particularly in lockdown was questioned.

AQ expressed thanks to the team and stated his desire for joint working with HCC/QMS to ensure our campaigns are weightier along with taking a view on how and where to spend money next year. AQ stated the importance on evaluating Beef week and love Lamb week to maintain focus and to ensure the Industry support these weeks.

HORIZON REPORT USA

DS/TF delivered a presentation on unlocking opportunities in the US. The presentation encouraged a detailed debate particularly around the demographics of who is eating sheep meat to ensure we understand our target audience better. AQ thanked the team for their time.

STRATEGY

WJ gave an overall picture of the strategy and then discussed the B&L plan, confirming that the 7th December would be when the plan went out to the public, addressing three key parts :- change programme, 3 workstreams and the sector specific piece. Budget proposal to support the plan to be taken to the February Board meeting. The Board to review the document asap.

AOB

AMH confirmed college lecturers events had been very useful and stated the importance of feeding this back to the team.

RV requested information and investigation around PGI's South West

AQ closed the meeting at 12.50pm thanking everyone for their attendance

