

**MINUTES OF THE MEETING OF THE BEEF & LAMB BOARD
HELD AT STONELEIGH PARK ON
THURSDAY, 9 MARCH 2017**

PRESENT: Adam Quinney (Chairman), Phi Abbott, Peter Baber, Howard Bates, Ed Green, Ros Turner, Duncan Nelles, James Evans, Rizvan Khalid, Mark Allan, Gill Fine, Richard Phelps

IN ATTENDANCE: Laura Ryan, Peter Kendall, AHDB Chair, Chris Perry, Christine Watts, Nick White, Anna Farrell, Kim Matthews, Susannah Bolton, Clive Brown, Lynn Smith

APOLOGIES: Stephen Conisbee, Andy Foot, Paul Westaway

CHAIRMAN'S WELCOME

AQ thanked Christine Walsh for attending the pre board dinner to discuss MLCSL and the role they play. MLCSL have a more active role to play with new technology and their Board are positive about this.

AQ thanked RP and EG for their hard work and dedication to the Board and wished them well for the future.

MATTERS ARISING AND ACTION POINTS

6.1 Website frustrations with finding information

AQ & LR held a meeting with Garry Hart (Senior Digital Designer) and have had sight of the work being carried out on the corporate website which will then lead to the sector website. Looking positive and hoping to have something available in the next 2 months and up to 12 months for the Beef and Lamb website.

11.1 ANUGA

ANUGA is taking place in October and 5 Board members have shown an interest in attending.

4.3 B&L Finance meetings to be arranged for July and November ahead of the board meetings.

4.4 AQ advised that a meeting took place on 7 March to discuss Livestock Database and LIDEH. Regarding the Livestock Database the Board saw the value of big data and the benefits to farmers, however they have reservations and would like to learn more.

MANAGEMENT ACCOUNTS – presented by Chris Perry

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

OPERATIONAL REPORT – taken as read

STRATEGY PLANNING UPDATE – *Presentation*

LR advised that she has responded to all those that consulted and went through the 4 key objectives and the bundle of work.

AQ advised that we need to open new export markets especially in the third world countries e.g. Poland. We will be focussing on the quality aspect.

RESEARCH – *presentation*

KM advised there is a portfolio of 20 current projects which can be forwarded to Board Members upon request.

KNOWLEDGE EXCHANGE – *presentation*

CB introduced the Hololens to the Board which is an exciting new tool.

Selection Academy - 15 applicants have been interviewed. Planning a trading day.

SB advised that CB is responsible for KE and has a clear vision. However Research is a little more complex and KM has sight across the teams and is aware of the budget split across the Action Plan. LR explained that some KE is Events related and CB will link in with them.

DOMESTIC MARKET DEVELOPMENT – *presentation*

NW presented Domestic Market Development to the Board.

AQ concluded with:-

- We need retailer engagement and need to get the product on the shelf, maximise the last 5 yards
- Want inspiration in the supermarkets
- Could we piggy back on other sector campaigns
- Need understanding of the product and its value
- Produce samples for the Board to taste and engage

ANY OTHER BUSINESS

AQ advised that he is looking to start a carcass classification group and will be nominating members.

AQ advised that Laurie Ibbotson and Robert Venner have been successful in the interview process. Laurie is a processor and a great ambassador and Robert an independent (auctioneer) and will be good for the industry.

AQ asked for a volunteer to sit on the LIDEH Board and JE was proposed. It was also suggested that Mary Vickers may like to sit on the Group.