

**MINUTES OF THE MEETING OF THE BEEF & LAMB BOARD
HELD AT STONELEIGH PARK ON
WEDNESDAY, 10 MAY 2017**

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

IN ATTENDANCE: Laura Ryan, Tom Hind, Chris Perry, Peter Hardwick, Ray Keatinge, Anna Farrell, Nick White, Mike Whittemore, Lynn Smith

APOLOGIES: Rizvan Khalid

CHAIRMAN'S WELCOME

AQ thanked Susannah Bolton and Clive Brown for attending the pre board dinner to discuss KE plans which are relevant to the strategy. Thanks also to Chris Lloyd for attending the dinner and wished him well for the future.

AHDB Branding which will be used at Beef Expo was also discussed at the dinner and LR will be feeding back comments to the digital team.

MATTERS ARISING AND ACTION POINTS

7.1 EU lamb campaign results

Full results are not available until the end of year 3, however the figures are available at the end of year 2 and we have reached 6.8m consumers with the campaign spend so far.

11.1 ANUGA

Further information will be circulated nearer the time and names have been forwarded to Susana Morris

6.1 Letter of Congratulations

LR advised that letters had been sent and very well received and something that we could do more of in the future.

6.4 Retail Engagement Slide

LR advised that a meeting has taken place to discuss man marking and she has a meeting arranged with Christine Watts next week to discuss this further in terms of the Strategy. TH advised that review of work with retail and supply chain engagement is underway with a workshop that took place on Monday to discuss the way forward.

7.2 Giles Blatchford

LR and AQ have had separate meetings with Giles regarding Stocktake and Farmbench programme and he will share the results of the current stocktake later in the autumn at a future Board Meeting. AQ advised that further resource has been put into Farmbench over the last couple of months, most of the other sectors have now got this running. LR will check the target figures and report back to board.

12.1 Carcase Classification

Conference call has taken place on carcase evaluation with JE and MA being involved along with LI. The outcome of the meeting was to pull together a summary of the current global carcase evaluation standards with a view to calling industry views over the summer. The minutes will be circulated.

MANAGEMENT ACCOUNTS – presented by Chris Perry

LIVESTOCK TRACEABILITY SYSTEMS

Ray Keatinge presented Livestock Traceability Systems and brought the Board up to date with LIDEH

DOMESTIC MARKET DEVELOPMENT - *Presentation*

Welcomed Anna Farrell, Nick White and Mike Whittemore to the meeting who will be updating on the campaign proposal.

AF advised that the team have been busy working on the proposal after comments from the March Board. The presentation will be broken down into 3 elements:-

- NW – additional information requested at last Board meeting
- MW – technical aspects of the thin cuts and conversations that have taken place with the processors
- NW – sensor check on the funding of the campaign and the board's ambitions

LI advised that the sales figures on minute steaks are good, it's all about balancing the carcase. People do not want joints and we have to be creative, we can tenderise the cuts.

AQ asked the board for their agreement to thin cuts to which the majority were in agreement on the conditions of a different name, retailer engagement, promotion, care regarding specifics, flavouring, and incremental value.

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

OPERATIONAL REPORT – taken as read

BEEF AND LAMB PLAN 2017 - 2020

LR advised this is now a revised document with comments taken on board from the March meeting. It is a bridging document between the activity plan which all the functions have completed which is the detailed work about every individual financial line and people's time so there is more transparency over the work going forward and our strategy which is very top line. The document shows that in the 12 areas of work that the B&L Board want the organisation to do, how much we spend on it, how it is split between Beef and Lamb, department split and the balance in terms of strategic priorities and the weight behind them.

LEVY PAYER SATISFACTION SURVEY RESULTS 2016

LR presented the Levy Payer Satisfaction Survey results which are positive with B&L being the 2nd highest.

SQQ

We have called out for views from processors, auction marts and key stakeholder organisations as to whether there should be an industry consultation. 20 responses have so

far been received and in view of SQQ weightbands 75% of respondents thought AHDB should undertake an industry consultation. This doesn't show a clear and consistent view of the purpose of SQQ which does vary. The majority of respondents would like to change SQQ and look at redefining the weightbands and different views as to what these weights should be.

We also asked about cull ewe price reporting and just over half of the respondents thought AHDB should undertake an industry consultation in this area. Mixed views on the value of reporting cull ewe prices and respondents thought price reporting by grade and breed would be most valuable.

PDR

Board appraisals to be completed over the next 12 month and the plan is to hold PDR sessions prior to board dinner and after board meetings. If this does not work for everyone then telephone sessions can be set up. This will be a two way conversation which will cover what the Board think they should be doing, what can be improved, what changes can be made. The forms are personalised and LS will circulate to the Board Members.

AGENDA ITEM 14 – ANY OTHER BUSINESS

None declared