

# **BOARD MEETING**

## **MINUTES OF MEETING**

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**Thursday 27<sup>th</sup> October 2016 at 8.30am**

### **AHDB, Stoneleigh Park**

**Present:** Adam Quinney – Chairman (AQ), Philip Abbott (PA), Peter Baber (PB), Howard Bates (HB), Stephen Conisbee (SC), Ed Green (EG), Ros Turner (RT), Paul Westaway (PW), Andy Foot (AF), Duncan Nelless (DN) and James Evans (JE), Rizvan Khalid (RK), Richard Phelps (RP)

**Apologies:** Mark Allan and Gill Fine

**Staff:** Laura Ryan (LR), Tom Hind (TH), Chris Perry (CP), Christine Watts (CW), Jo Biggs (JB), Stephen Howarth (SH) and Lynn Smith (LS)

#### **Chairman's Welcome**

AQ welcomed the Board to the meeting and thanked Di Symes for attending the previous evening and giving an update on the Education workstream which is going through a review. All sectors are involved. Discussions also took place about the plan being long term with a commitment of 10 – 15 years. The Board were all in agreement to support the project.

AQ advised we will finalise and sign off our strategy ahead of it going to AHDB Board in November.

We will also be discussing the SQQ document and Stephen Howarth will join the meeting. Also attending are Christine Watts (Chief Communications & Market Development Officer) along with Jo Biggs, Senior Marcomms Manager B&L.

#### **Matters Arising and Action Points**

4.1 Mini Roast project – paper tabled which is looking positive as of yesterday.

9.22 QSM, QSM Plus and Global benchmarking. We now have Karl Pendlebury who has taken this over and will be driving QSM Plus. Document in the pack showing the progress to date.

AQ and PW will be joining the Steering Group for the Beef Efficiency Trials.

**Management Accounts** – presented by Chris Perry

**Strategy Director update** – taken as read and highlighted key take out

**Operational Report** - taken as read

**Vision** – Tom Hind presented the draft AHDB Vision.

**Sector Strategy Planning** – presented by LR

**Communication & Market Development** – presented by Christine Watts

CW advised that Marketing and Comms currently have the biggest savings for efficiency and deliverables this year. CW advised the new strategy starts in April but the changes are already happening as the Events team and the digital and creative teams are up and running and the digital team are pulling in house what they are able to do themselves across the board. All the new strategy work has been completed in-house.

#### **Beef and Lamb Marcomms** – presented by Jo Biggs

JE advised JB that farmers receive several publications through the post, some of which are duplicated which is frustrating. JB is currently reviewing this with the CRM team which Di is heading up and the plan is to start cleansing the data so that only one copy is received at each household.

AF asked whether we are linking in with vets to see what we can do to help them other than just giving them information. JB confirmed our KE team are doing a lot of work with the main vet groups and they are developing relationships.

AQ advised that JB's team will be crucial with the strategy and we need to ensure we get the right message out there. JB advised they will be measuring the outcome. AQ advised it may be a conversation for the future as to how many hits the website has.

#### **SQQ** – presented by Stephen Howarth

Questions have been raised as to whether the weight ranges are appropriate. The choices are either stay as a standard measure, therefore no change or what meets the industry requirements and peak at 40 kilos live weight which is the top end of the SQQ range. There are 4 possible options:-

1. Do nothing at all
2. Remove light weight band – prices are significantly lower
3. Remove light and put in heavy – 90% of lambs fit into that range
4. Remove all bands and re-evaluate

This doesn't hugely change the pricing and the trend is the same across those options and the difference is no more than 2p per kilo. Option 4 will require the most work and options 2 & 3 will require some work. Option 1 has no real change. The proposal is subject to the decision today and if changes are made then we will need to consult with the industry and then bring the results back to board.

#### **International Conference on Responsible Use of Antibiotics in Animals** – presented by Peter Baber

PB attended the conference over 2.5 days and advised that work needs to continue in this area. If able to reduce the antibiotic usage the level of resistance to those antibiotics will also reduce, which is good news. 70% of antibiotic usage in the USA is for animals, it's a global issue.

There is a huge misunderstanding amongst farmers with withdrawals, residues, resistance etc. We have agreed to work with other people and B&L and Dairy will finance the work to ensure the right messages are out there.

PB advised there is also customer demand and we have to be responsible for putting that information out there. The farmers need to be primed so that they know the consequences. There is a difference between residual and resistance and these need to be explained to the industry. AQ advised that we can't underestimate how important this is.

#### **Any Other Business**

RT advised the Love Lamb Week was successful and looking at 1 – 7 September 2017 for next year. Great British Beef Week is 25 April and basing it on the mini roast campaign. Involving industry engagement and customer awareness. AQ thanked RT for her work on this and ensuring the engagement happens.

Sector Conference takes place on 29 November and the Stakeholder Event is 8 December. Regional Events are 9 – 12 January.

AQ advised that letters will be sent out shortly regarding board members term end. He wishes to roll on all members for a further 3 years. When the next board vacancies are advertised he will make it clear that it is a 3 year term plus a further 3 years.