

**SUMMARY OF THE CEREALS & OILSEEDS SECTOR COUNCIL MEETING
HELD ON THURSDAY 4th NOVEMBER 2021 AT 9.00 A.M. WITHIN THE
BOARD ROOM, AHDB, STONELEIGH PARK**

TEAMS ENABLED

PRESENT:

Sarah Bell (Chairman) (SB), David Bell (DB), Tony Bell (TB), Jane Biss (JB), Stephen Briggs (SBs), Howard Leland (HL), Russ McKenzie (RM), James Standen (JS), Patrick Stephenson (PS), David Walston (DW), Mark Wood (MW)

IN ATTENDANCE:

Martin Grantley-Smith (MGS), Will Jackson (WJ) (for specific item), Caroline Burniston (notes) (CB)

CHAIR WELCOME AND INTRODUCTIONS

SB welcomed the Board members to the meeting and gave an overview of the agenda.

CHANGES TO SECTOR BOARD ROLES AND RESPONSIBILITIES

WJ delivered a presentation of the future role of Sector Councils, confirmation that the Council will set the strategic priorities and challenges taking on the ultimate decisions.

There was a show of hands in the question of the change of name from Board to Council and the majority were in favour.

APOLOGIES FOR ABSENCE

Iain Davies (ID) confirmed as an apology. Clare Bend resignation clarified with effect from November 2021.

DECLARATIONS OF INTEREST

SB requested a round robin of any declarations. Key submissions as follows: -

- SB – Family farming business and NFU
- JS – Innovation for Agri. Newcastle University
- PS – NIAB. Expert comms for pesticides
- MW – Frontier
- DB - NFUS

MINUTES FROM THE BOARD MEETING HELD ON 17th JUNE 2021

The Council agreed the minutes from the previous meeting held on the 17th June as a true record and were signed off by the Chairman.

MATTERS ARISING AND ACTION POINTS FROM THE BOARD MEETING HELD ON 17th JUNE 2021



Key points as follows: -

Mental Health to come back on the agenda when the time is right

Jenna Watts replacing Don Pendergrast as the Head of IPM in December.

Regarding recruitment, SB keen that the council signpost people to the organisation to apply for vacancies particularly those who are mission driven and committed to delivering to farmers.

MF/SF bring this back onto the agenda once the strategy is mapped out.

AGENDA ITEM 7 – CHAIRMAN’S REPORT

N/A

AGENDA ITEM 8 – SECTOR DIRECTORS REPORT

The report was taken as read. The following were the key issues: -

- Farming rules for water – more needs to be carried out and more extracts should be taken from Our Great Soils Programme. The following were confirmed as the key areas of focus: -
 - Providing information for lobbying
 - Best practice ideas for LPs
 - Being able to access web site information in one click
 - Using social media to get the messages out
 - Undertake a literature review to pull all the information together
- Fertilisers – SB raised concerns around the delay in getting key information out along with updating RB209 and setting up our new calculators. SBs confirmed that NIAB had already launched a fertiliser calculator, along with NIAB putting out credible data to its members on groups of alternative products. After some discussion it was agreed purchasing NIAB’s data and releasing would be the correct approach. The work on bio stimulants was also confirmed as needing to be revisited.

C&O MANAGEMENT ACCOUNTS / LEVY UPDATE AND DEBTORS AGE ANALYSIS

MGS covered the key points.

SKILLS AND EXPERIENCE REQUIREMENTS FOR THE BOARD

SB provided each council member with a form to complete to assess their skills against identified council member criteria. This information will be collated and reviewed, and gaps identified.

IDENTIFYING OUR KEY STAKEHOLDERS

SBs led a brainstorming session on identifying who are main stakeholders are. This exercise was useful in establishing a thought process on where our priorities should be in communicating prior to a vote. The findings from this exercise will be typed up and reviewed.

- **AGREE MAIN CHALLENGES FACING THE INDUSTRY IN THE NEXT 5 YEARS**
- **WHAT ACTIVITY AND ROLE IS AHDB REQUIRED TO FULFILL TO MEET THE CHALLENGES?**
- **AGREE THE BASIC ELEMENTS OF A 5 YEAR STRATEGY**

SB conducted a white board session; communication was highlighted as an area of concern and the fact that our learnings from innovative farmers have not been used in a strategic way to inform farmers effectively. Discussions developed around our relationships with other



European wide organisations particularly around climate change. Brand recognition was confirmed as key, and a debate arose on how we can get levy payers to appreciate the work AHDB has carried out. Risks vs benefits were debated.

It was agreed that we should access young agronomist details from for example, the Agronomist Conference to support us in information sharing.

Measurement determined as key. Pesticide action plan and the role that we offer was debated, views were requested from the Chair on this, thoughts back on the 23rd.

A discussion around sub committees was also covered and the importance of re-establishing committees to review in particular: -

- Research/Horizon scanning
- RL
- Digital and data

AOB – RED TRACTOR

MGS recapped on this and the issues of import equivalents

CLOSE

15.1/201 SB closed the meeting at 15.45pm and thanked everyone for their attendance.

SignedDate.....

Date of next meeting: - Tuesday 23rd November 2021

