

**SUMMARY OF THE CEREALS & OILSEEDS SECTOR COUNCIL MEETING
HELD ON TUESDAY 8th MARCH 2022 AT 11.30 A.M.**

AHDB BOARD ROOM – VIRTUALLY ENABLED

PRESENT:

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

IN ATTENDANCE:

Ken Boyns (KB), David Eudall (DE), Amanda Bennett (AB) (for specific item), Nick Blythe (NB) (for specific item), Helen Ferrier, NFU (HF) (for specific item), Jon Foot (JF) (for specific item), Chris Gooderham (CG) (for specific item), Naveen Gupta (NG) (for specific item), Chris Heartfield – NFU (CH) (for specific item), Jackie James (JJ) (for specific item), Tim Rycroft (TR) (for specific item), Roseanne Thomas (RT) (for specific item), Caroline Burniston (CB) (notes)

CHAIR WELCOME AND INTRODUCTIONS
SB welcomed the Board members to the meeting and gave an overview of the agenda.
APOLOGIES FOR ABSENCE
Tony Bell (TB) and Iain Davies (ID) confirmed as an apology.
DECLARATIONS OF INTEREST
No declarations reported
MINUTES FROM THE COUNCIL MEETING HELD ON 18th JANUARY 2022
The Council agreed the minutes from the previous meetings held on the 18 th January as a true record and were signed off by the Chairman.
MATTERS ARISING AND ACTION POINTS FROM THE COUNCIL MEETING HELD ON 18th JANUARY 2022 – KEN BOYNS
KB updated on all outstanding matters, with clarification on the following areas: - <ul style="list-style-type: none"> • Metrics and Monitor Farm results expected soon, figures discussed by DE on the improvements when attending MF events. Discussion developed around the Monitor Farm survey and rolling this into the post event survey to support this to assist with determining outcomes and supporting the upscaling of information and the building of meaningful cases to determine the return on the levy for those engagers. DE confirmed a KPI tool will support this going forward. JS enquired around whether Defra still take an independent review for the value of the levy. Confirmation that this



has not been carried out in some time, however the evaluation team do evaluate the work at the end of a project.

- Sector Council engagement was discussed and the confusion around what is deemed appropriate when communicating with staff. Confirmation that communication at Director level was not an issue.

CHAIRMAN'S REPORT

SB updated the team on activity. Scotland visit flushed out many interesting points and highlighted the differing needs. RL list meeting with Peter Gregory and staff was productive, acknowledgement of the evolution of the RL confirmation that Pat Stephenson and Peter Gregory would be visiting SB's farm at the end of April.

Milling Wheat attended, in need of a review for next year to better show AHDB's value in the sector and the practical outcomes in the supply chain. A detailed discussion developed around Ukraine and the impact on fertiliser, oil prices, prices and availability of grains and oilseeds.

SB stated there was a place for AHDB to be the calm and independent voice in the room taking a measured approach. DE updated the group on the Arable Chain Advisory Group meeting and clarified that government were more focussed on sunflower oil being a bigger issue.

SB clarified FFRW/Urea consultation remains an issue. Organisation working with others in the industry well on FFRW.

DB raised issues around the critical mass of a product in NI will not be supported, stating that this needs to be understood before similar problems hits mainland GB and the need to engage stronger with NI was raised.

LEVY PAYER FEEDBACK FROM THE SECTOR COUNCIL MEMBERS

The importance of comms to display direct links to the web pages on social media was raised. YEN involvement should be revisited – on Governance schedule.

SECTOR DIRECTOR'S REPORT

KB and DE updated on KE recruitment and confirmed that the team are heavily involved in Shape The Future and registrations. A detailed conversation developed around how we work in better partnership with others in the industry.

KB and DE offered an update on Red Tractor. Conversations taken place with key levy payer representatives; no formal proposal has been given to AHDB yet. Confirmation that in a recent meeting with RT, that C&O would benefit from changes to the scheme, and the standard should work and be governed differently. Clarification that KB was developing the rationale to put to the other owners of RT.

C&O MANAGEMENT ACCOUNTS



Cyber security issues were debated and the ongoing analysis on where the risks are coming from Confirmation that the ARAC have this covered.

PERFORMANCE DASHBOARD

KB delivered an update on the dashboard to the group.

SECTOR RISK REGISTER

KB recapped on the register included within the papers.

BUDGET SIGN OFF

KB covered a series of slides stating the interim position, focussing on the workstreams and confirming that activity level of detail will be delivered to the Sector Council in June along with recommendations about how we go forward based on the votes. The Council were all in agreement that more detail would be welcome.

KB confirmed an allocation methodologies and budget training session for the Council would be available in due course as a separate meeting and a request was made to the Council to accept this budget as a holding budget.

The Council agreed the budget on that basis.

DIGITAL PASSPORT UPDATE

DE presented a series of slides updating the group on present day examples, the future and proposed data flow, return of delivery data and pros and cons associated.

SHAPE THE FUTURE

RT/CG offered a registration update and discussed how validation checks would take place. Conversations developed on the merging of registration information onto the CRM system. The voter portal was demonstrated.

The comms plan for the period April – May was covered, along with the timeline for May – October. Discussion developed on the process of communicating the results out to the November Monitor Farm meetings. Then importance of being agile and communicative in feedback with results was clarified.

FARMING RULES FOR WATER UPDATE

JF gave a background on the topic.

RESEARCH COMMISSIONING PROCESS UPDATE

Slides circulated to the team for feedback due to the meeting overrunning. Any Feedback to be provided to Jenna Watts.

AOB

N/A
SB closed the meeting at 17.20pm

Date of next meeting: - 7th June 2022

