

**SUMMARY OF AHDB DAIRY BOARD MEETING 21/01  
HELD ON 22<sup>nd</sup> JANUARY 2021  
TELECONFERENCE**

**PRESENT:** Richard Soffe (interim Chair), David Craven, Andrew Fletcher, Oliver Hall, Liz Haines, Ian Harvey, Mary Quicke, Peter Rees, Scott Shearlaw, Joe Towers

**GUESTS:** Ash Amirahmadi, Chair Dairy UK & Managing Director of Arla Foods (item 2), Judith Bryans, Chief Executive Dairy UK (item 2), Paul Grant, Chairman of Scottish Dairy Growth Board (item 3)

**IN ATTENDANCE:** Paul Flanagan, Rebecca Geraghty, Jane King, Nicholas Saphir, Kate Saunders (minutes), Janet Swadling, Christine Watts, Jon Foot

**WELCOME, APOLOGIES FOR ABSENCE, DECLARATIONS OF INTEREST**

The Chair, Richard Soffe, opened the meeting and welcomed those in attendance. There were no apologies.

Andrew Fletcher informed the Board of a declaration of interest. His company have been involved with the Scottish Dairy Growth Board.

**DAIRY UK**

The Chair welcomed Judith Bryans and Ash Amirahmadi to the meeting. PF informed the Board how the joint session would run and gave a brief presentation on AHDB Dairy priorities. The aim of the session to look at where the relationship between AHDB and Dairy UK can be stronger with better collaboration.

AA introduced himself and presented on the Dairy UK Mission & Priorities: these covered Nutrition and Health, Environment & Wider Sustainability, Brexit and Quality and Safety. AA expressed how the 2 organisations work well together. Both organisations are data and evidence based which is a hugely positive platform for the working alongside one another in the future. It was agreed that The 3 main areas where Dairy UK and AHDB can work more closely together are on Environment, Marketing and Exports and we have agreed a strategic collaboration to work together where appropriate on these areas. JB presented on environment and sustainability from a global perspective.

PF and JF presented on what AHDB Dairy is doing on the Environment. This was a refresher for the Dairy Board but shared with AA and JB from a context point of view. AA commented that the food industry (not just Dairy) is being disrupted. It is easy to have a feeling of being under attack in the Dairy industry. It is important to look at how can we find common ground and get us together on a balanced narrative. There was agreement that good leadership and a coherent view is needed. Farmers are behind net zero so they

respond to leadership. It is important that we take a GB wide perspective and reflect the priorities and different policy environment across the home nations.

DC informed the Board he has been involved in Carbon foot printing with Tesco. This has given some understanding of where farmers come from to where they are going. There is an opportunity for this work using the KPI express tool and those indicators should drive and improve performance bringing that range in close and meet customer requirements.

The Chair thanked AA and JB and commented that the opportunities for the organisations to work closely with one another is at the front of minds, they must feel free to come back and interact at any time.

## **SCOTTISH DAIRY**

The Chair welcomed Paul Grant to the meeting to discuss the Scottish Dairy Development group and take questions.

The 2030 Dairy strategy for Scotland document was pre circulated. Paul Grant presented slides which summarised the document and informed the Board of the organisations involved. The project was led by the Steering group including PF. The recommended strategy has been seen by key stakeholders in the industry.

Comments following the presentation: PG said that he hopes that the Scotland Dairy Board and AHDB the can work more closely and get more consideration in terms of planning priorities and recognition on Dairy and growth for Scotland. It would be good to be more 'partnering' rather than 'reacting' to one another.

PG said that People are increasingly looking at where they can invest in sustained long-term environment. It is important to get that message across and how Scotland fits to create better products like UHT will drive the investment in processing and the opportunity in Scotland.

PF commended the strategy and gave credit to PG for doing this and bringing a commercial focus. In terms of the way that Scotland positions itself going forward there is a role for Scottish government to work with us. Collaboration between AHDB and the Scottish Dairy Growth Board is becoming much more joined up and this strategy helps it.

PG made a request to the Dairy Board to come annually to the Board with an update for an additional collaborative move.

The Chair thanked PG and his assistant Amanda Brown for their attendance.

## **MINUTES FROM THE MEETING HELD ON 4<sup>th</sup> NOVEMBER 2020**

It was agreed that the minutes from the meeting held on 4th November 2020 were a true record and were signed by the Chair.



## **MATTERS ARISING**

PF updated the Board on the matters arising. These were taken by exception rather than going through each one due to time limits.

## **FINANCE AND OPERATIONAL REPORT**

PF updated the Board on the SSD report and due to the volume of the information pulled out a few elements only.

The KE team webinars and percentage of email address are going up.

The Dairy webinars continue to get a large amount of people watching live.

The Medicine Hub will go live from the 1st February 2021.

The Eat Balanced campaign is going well with good feedback. There have been some challenges with social media with anti-meat and dairy people. A solution is being found to switch off the comments or only have on for a period of time.

As well as the Town Hall webinar, PF has spoken on Strategy engagement to the Farming Unions milk committees in Scotland and England, will be speaking to NFU Wales next week. He has also presented to Dairy UK, Muller, RABDF and Promar. PF asked the Board if they have a group of Farmers in any particular area he is happy to do so.

Response to the proposed strategy to governance is open to all and then will be scored appropriately, as to where the score came from in terms of farmers. Everyone has the opportunity to feedback to the consultation not just levy payers.

The Finance/ Budget to be discussed at the March meeting but The Chair informed the Board they must feel free to contact RS or PF with any questions.

## **CHAIR'S REPORT**

RS informed the Board that the governance and various committee consultations have been extensive. A range of webinars have been successfully delivered and there are now 22 AHDB Strategic Dairy Farms.

There have been a number of LIP meetings. This will transform and open up a number of opportunities for the industry, both for traceability and 'value added' elements going forward.

## **AOB**

Comment was made that it is important for the Board to understand the process round recruiting a new Dairy Board Chairman.

A suggestion was made that Peter Rees takes over as Interim Chair of the Dairy Board. RS informed the Board he would be happy to receive feedback on this suggestion and other notes of interest by Friday 29 January.

The Chair thanked the Dairy Board for their attendance and closed the meeting at 12.15pm.