

SUMMARY OF THE 18/06 AHDB DAIRY BOARD MEETING HELD ON THURSDAY, 15th NOVEMBER 2018 AT 08:30

BOARDROOM, AHDB STONELEIGH PARK

PRESENT:

Gwyn Jones (GJ), David Cotton (DCo), Janette Prince (JPr), Mary Quicke (MQ), Tim Gue (TG), Oliver Hall (OH), Richard Soffe (RS), Peter Rees (PR), Andrew Fletcher (AF), David Craven (DCr) and Scott Shearlaw (SS)

IN ATTENDANCE:

Paul Flanagan (PF)
Kate Saunders (KS)
Susannah Bolton (SB)
Ken Boyns (KB)
Anna Farrell (AF)
Phil Bicknell (PB)
Diane Prescott (DP)
Derek Carless (DCa)
Matt Catlin (MC)
Rebecca Geraghty (RG)
Rebecca Miah (RM)
Alastair McLaren (AM)
Joe Worrall (JW)
Izak Van Heerden (IVH)

WELCOME AND APOLOGIES FOR ABSENCE

There were no apologies for absence.

DECLARATIONS OF INTEREST

There were no new declarations of interest.

MINUTES OF THE MEETING HELD ON 20 September 2018 -180603

The minutes of the meeting held on the September were approved and signed off by the Chairman.

Two names spelt incorrectly, Sarah Curtlin and Izak Van Heerden. Both to be amended.

Priorities 2019/20 and Financial Implications LIP

PF introduced the agenda item. PF proposed that the existing priorities will be continued and highlighted some that may need extra expenditure or there is a need to move faster on them.

Conversations have started with Functional Directors where priorities will lie in view of any

changes over the next couple of months.

The Board discussed the Livestock Information Programme. The Board agreed they are supportive and still happy for the LIP programme to continue. However, they need more confidence installed in certain areas particularly around selling LIP to levy payers vs. funding existing programmes.

It was decided that the priorities for 2019/20 will lie with Optimal Dairy Systems (Strategic Dairy Farms, KPIs and Farmbench); Genetics and Genomics; Improve reputation of dairy products and dairy farming.

MATTERS ARISING FROM THE MEETING HELD ON 20 SEPTEMBER 2018

Matters arising were either completed or on the agenda.

CHAIRMANS REPORT

The Chair presented the Chairman's report to the Board.

DIRECTORS AND OPERATIONAL REPORT – 180606

PF ran through the Directors report.

Congratulations was given to Izak Van Heerden and his team for the Dairy Leader event in Edinburgh. Team has been nominated by PF for the AHDB Ambitious for Agriculture Award for pulling together this event. Scottish Government and QMS were there and very impressed with the event.

Dairy KPIs (tailored to different calving systems) are in process of being reviewed. Internal and external review meetings have taken place, with broad alignment on key measures and bandings. A couple of details require to be ironed out by end November prior to sharing of revised KPIs at the next meeting. MT will cover this later in agenda.

OPERATIONAL REPORT

PF commented on the reasoning behind the colour status on the report. The reason for amber is that a number of activity plans have been consolidated so under 1.1 there are several pieces of work being done in terms of improving competitiveness. The colour amber is down to the delay in Farmbench but everything else running on time.

The reason for BVD showing red was discussed at the last meeting, Defra have put out the work they want to do. The progress we have set for this is challenging and view is that unless we get specific legislation we will not get the levels we set there. The Board discussed the BVD Stamp It Out programme.

OPTIMAL DAIRY SYSTEMS REVIEW

Strategic Dairy Farms

IvH and MT presented on Optimal Dairy Systems (Strategic Dairy Farms and Dairy KPIs) which was only launched a year ago. This informed the Board of its current position and next steps.

A conversation took place about the attendance and the challenges to maintain the interest in Strategic farms. It was recognised that real progress had been made during 2018 in establishing a Strategic Dairy Farm network.

Given that as a result of funding from the Welsh Government and the Betty Lawes Foundation we will go from 9 Strategic Farms to 25 in the near future, this will require a different strategy and different ways of working. Welsh Government has now put their trust

in us so we need to look at how we are going to manage these farms and get someone excellent to manage this programme.

Referring to experience with the C&O Monitor Farm network, SB explained that the key to the success of a substantial programme is one you build a rotation of topics and have an ongoing recruitment campaign. We now have plans for 25 strategic dairy farms and hoping for more in the future which creates resource pressure and other sectors are looking to expand their farm networks also.

A wide survey to record attendance at all the events is being built into the database. The first report on this will be available at the end of March.

A request for a Robotic Strategic farm was made and the Board agreed that this could be something to consider in the future in Scotland. It would bring a lot of engagement and people would travel for such a concept.

Comments were made that the relationship between the facilitator and farmer is extremely important. An action plan should be drafted at the end of each meeting that can be followed up to see progress.

MT gave brief presentation on the reviews of the KPIs and last 12 months.

PREPARATIONS FOR A NO DEAL BREXIT

PB joined the Board to discuss the risks around a no deal Brexit giving various examples including staffing, funds, projects, problems at ports with shipments, border inspections etc.

There is a need to fully understand the implications and what we need to do to prepare. The 6 sectors have had a thorough approach to this looking at different impacts and challenges that may bring problems to each sector. All the sector Boards are looking at a relatively consistent paper in regards to planning.

PF reported from a Dairy perspective. He reported that some of the analysis has been looked at through the Horizon report. The short term focus should be on productivity and benchmarking with KPIs the most critical, anything else will have medium and longer term impact.

In event of a no deal scenario, the Board agreed that Optimal Dairy Systems is strongest lever available to support dairy farmers, therefore this would be the focus of activity. Additional conversations are needed around the planning around exports post March 2019.

DAIRY CRM UPDATE

Diane Prescott joined the meeting. Diane is currently heading up the CRM data system and reported its progress back to the Board on Working Group meetings.

DP explained how the system relationships are being standardised to target groups with more accuracy. AHDB are currently seeking to use external agencies to speed up the gathering of the information, this will be a company involved in Agriculture and Horticulture.

DP informed the Board the importance of targeting the right people who need to be on the system. The KE teams will manage that relationship and maintain the data going forward. Data is still being collected and email addresses from all the touchpoints are currently in the portfolio at the moment. The team are also currently scoping to do a piece of work on the whole database, eg validating addresses to ensure there are valid post codes and phone numbers.

FARMBENCH UPDATE

DCa and RG joined the meeting to report on Farmbench. The Farmbench system is currently off line whilst being worked on and tested.

The aim is for users to enter a full set of data that will generate reports at the end with valuable farming. DCa had set up a test farm and demonstrated the key stages with the Board.

It was noted that guidance notes may change to reflect their experience with a stronger message for Dairy farmers.

The Chair introduced Rebecca Geraghty. RG ran through the timeframe of Farmbench and explained that the initial development time had been underestimated, therefore the original launch date was not realistic. Timescales have been re looked at and re mapped out. The Chair commented that as there was a delay initially it needs to be ensured that this doesn't happen again.

The Board suggested that a soft launch of Farmbench would work best with supportive farmers to iron out any issues prior to public rollout. In advance of this, test site is to be shared with the Board.

YEAR 2 CONSUMER MARKETING CAMPAIGN

RM presented on the year 2 consumer marketing campaign. This included the learnings from Year 1 and the tweaks for Year 2. Dairy UK Board happy and have support from them on the campaign.

The presentation included key KPIs, how a younger audience are going to be targeted going forward, PR work, timeline, increasing product relevance with future trends.

PROJECT BLUE

Matt Catlin, Alastair McLaren and Joe Worrall joined the meeting and reported on Project Blue. The website went live in August and MC reported on the background, content and plans for the next few months. MC demonstrated the website to the Board, particularly around the Dairy sector.

JW presented on the transition plan, work streams, migration progress, timelines and the progress so far. The aim is for the transition to be complete by September 2019.

The plan is to link it to CRM and this is currently being worked on. The website allows you to see experts/staff members in each area with contact details. It shows people you need to speak to in various areas and there is a piece of work ongoing with the research team to ensure the right knowledge library documents are uploaded and accessible.

The Board recognised that the existing Dairy website is not easy to navigate through and this turns off users and keen to see plans by function to mitigate against slippage.

MC informed the Board that there is slight concern about how much personal information we publish on there. Too much information can encourage 'phishing' emails and create potential security issues. IS are aware of this.

ANY OTHER BUSINESS

The Chair updated the Board on Ruma and informed the Board that it was European Antibiotic day. Tomorrow the summary on the task force is coming out, on 29 October 2019 there will be the conference on this at Sainsbury's headquarters, London.

The Chair went over the target headlines. Sales of antibiotics have fallen, Target is now 37 mg per kg so now well on way to reaching target. Copies will be distributed to the Board.

The South Korea Dairy summit was reported on by DCo. Stu Baker, Rebecca Miah and Susie Stannard presented at the conference. AHDB were in the final 3 to receive a global award for our Consumer Campaign and therefore may have a chance of winning next year.

PF spoke to RG this morning about recruitment of the second Scottish KE manager and this is now underway. It was the consensus of opinion that in terms of recruitment thought needs to be given to making the roles more appealing to high calibre candidates.

PF updated the Board that Sue Cleaver starts on 20 November as PA for Dairy & Potatoes in the Strategy team.

There was no other business.