

AHDB AGENDA ITEM 3
PAPER AHDBDA18/01/03
CONFIDENTIAL



Title of Paper:

MINUTES OF THE DAIRY BOARD MEETING HELD AT STONELEIGH PARK ON THURSDAY, 23 November 2017

Author(s): Natalie Reynolds

Date: 23 November 2017

Purpose of Paper: To check, amend and approve the minutes taken from the previous meeting to ensure they are a true and accurate record.

PRESENT - Gwyn Jones (GJ) – Chairman, Oliver Hall (OH), Mary Quicke (MQ), Janette Prince (JPr), Chris James (CJ), Pete Nicholson (PN), Richard Soffe (RS), Keith Davis (KD), David Cotton (DC), and Tim Gue (TG)

APOLOGIES – None given.

IN ATTENDANCE – Tom Hind (TH), Natalie Reynolds (NR), Anna Farrell (AF, item 8), Chris Gooderham (CG, item 10), Derek Carless (DCss, item 11) and David Swales (DS, item 12)

AGENDA ITEM 01. WELCOME AND APOLOGIES

1.1 The Chair opened the meeting and welcomed those present and in attendance.

AGENDA ITEM 02. CONFLICTS OF INTEREST

2.1 The Chair reminded the Board that they should declare any conflicts. Oliver Hall noted his new employment as dairy consultant with Andersons. David Cotton noted his appointment as Chairman for the South West Dairy Show. Pete Nicholson noted that he has accepted an ongoing contract with Medina. The Chair also noted that he has been appointed as a member of Defra Animal Health and Welfare Board.

AGENDA ITEM 03. MINUTES OF THE LAST MEETING, HELD ON 21 September 2017

3.1 AHDBDA17/06/03. The minutes of the last meeting held on 21 September were accepted as a true and accurate record of the meeting.

AGENDA ITEM 04. MATTERS ARISING FROM PREVIOUS MEETINGS, HELD ON 21 September 2017

4.1 AHDBDA17/06/04. TH reviewed the actions. Outstanding/verbal updates were:

4.2 *Minute Ref: AHDBDA17/03/06 - Directors Report - Dairy Industry Roundtable on risk and reputation* – Jenny Gibbons to attend the January 2018 Board meeting to seek agreement on the role and direction needed to achieve the best for the industry. **Action:** NR to invite Jenny to attend in January.

4.3 *Minute Ref: AHDBDA17/05/09 - Strategic Priorities 18/19* - Functional leads to prepare activity plans and budgets on the basis of the agreed priorities, noting any additional budgetary and resource requirements.

4.4 *Minute Ref: AHDBDA17/05/12 - AOB - Scottish Dairy Hub* – Jon Parry to present/prepare a proposal for the Jan Board. Action: NR to schedule for the January Board meeting.

4.5 *Minute Ref: AHDBDA17/05/12 - AOB - British Dairy Farming Video* - The Board would like to see the reworked piece before it is finished and launched. Action: NR to speak to John Bates and see if it will be ready for the Jan 2018 Board. Board keen that a revised version is presented.

4.6 *Minute Ref: AHDBDA17/06/13 - AOB - IDFWDS Report* - Provide the Board with a collated report of all feedback from IDFWDS 2017. Action: NR to liaise with Alistair McLaren, requesting a report for the January Board meeting.

AGENDA ITEM 05. CHAIRMANS REPORT

5.1 AHDBDA17/06/05. The report had been emailed to the Board prior to the meeting. The Board thanked the Chair for his report.

5.2 Antibiotic Usage. The Board sees AMR as an important area for AHDB and the dairy work being undertaken on reputation and risk. Further discussion required in the January Board meeting, to ascertain the role that AHDB should play in AMR. TH noted discussions that had taken place in the AHDB on AMR and the role the organisation should play in support of RUMA. **Action:** NR to include AMR on the January Board meeting and invite relevant colleagues to attend.

5.3 The Chair extended his thanks to the Communications and Events Teams, particularly noting the AgriScot event as being a very good example, mainly due to having a dedicated and professional team, who work very hard to deliver a good environment and quality material and discussion topics.

AGENDA ITEM 06. DIRECTORS AND OPERATIONAL REPORT

AHDBDA17/05/06. Directors and Operational Report

6.1 Chris Gooderham has stepped back into his substantive role. The Board thanked Chris for the admirable job of covering the Sector Strategy Director role on top of his normal responsibilities.

6.2 AHDB in Wales. It is important for the Board to get a greater understanding of what is happening in the industry in Wales and the work that AHDB are doing. **Action:** NR to invite Delyth Davies to attend the January, 2018 Board meeting.

6.3 Market development update. The Dairy campaign has launched and the reaction from industry has been strong and supportive. Work continues with DairyUK and delivery of phase two. The Board wanted to thank and congratulate Rebecca Miah and the team for the work they have done so far. CJ raised a question about how we are going to work out if the campaign has been a success for the target audience. The metric provided is for 6% increase in millennial propensity to purchase dairy products over the 3 years period.

6.4 TH ran through the Dairy Operational Report, and noted that there were three amber, one red and two gold star, which have been specifically highlighted in the director's report that was included into the Board pack. The livestock data exchange hub project is behind track owing to the broader work that is taking place around the development of the livestock identification program (LIP). There are discussions taking place between AHDB, Defra and the wider industry group of stakeholders, which is being led through the traceability designer

user group (TDUG), about the co-creation of an integrated livestock database. Ray Keatinge is leading this work

Action: NR to invite RK to the January Board meeting to present LIP.

6.6 BVD Free. The project is marked as red on the operational report as enrolment is significantly behind KPIs established at the start of the year. The Board expressed frustration at low uptake, noting the imminent re-release of a Defra tender on BVD.

AGENDA ITEM 07. FINANCE MANAGEMENT ACCOUNTS

AHDBDA17/06/07. Finance Management Accounts, October 2017

7.1 TH took the Board through expenditure, underspend, reforecast and uncertainties.

7.2 PN highlighted the work of the Finance & Hypothecation Working Group and the benefit of having a representative present. PN will be leaving the Board after March 2018, and is seeking someone from the Dairy Board to stand up. **ACTION:** GJ to seek a volunteer or to nominate a replacement.

AGENDA ITEM 08. FUTURE OF RED TRACTOR

8.1 The Chair welcomed Anna Farrell (AF) to the Board meeting. AF presented and provided an update on Project Fort, the future of Red Tractor (RT) and the role of RT in a post Brexit world. The presentation provided the board with an insight into the vision and concept of the thinking and ran through the challenges and opportunities with the view of moving from being a kite mark into a national brand, i.e. Board Bia, Origin Green.

8.2 The Board were generally supportive of the push to strengthen as a national brand. However, there were some concerns about whether the brand is right and the need to fundamentally review and overhaul the scheme standards to give it a clearer sense of vision and purpose.

AGENDA ITEM 09. STRATEGIC PRIORITIES 18/19 – DAIRY REFRESH

9.1 TH referenced the paper provided in the pack and noted that Chris Gooderham and the team have revised this based on the Board's feedback. The Board restated its support for the priorities, however, with some emphasis required on antibiotic usage as part of priority four 'reputation' for 18/19.

9.2 The Board agreed the indicative budget.

AGENDA ITEM 10. OPTIMAL DAIRY SYSTEMS 30/60/90 PLAN

10.1 The Chair welcomed Chris Gooderham (CG) to the Board meeting who presented an update on the 30/60/90 plan for the roll out of the optimal systems approach as presented during the September Board meeting. The Board noted and discussed the selection for Strategic Farms, specially having a mix of housed/grazed AYR farms. The Board was keen to obtaining better data on selection of systems via FBS, LIC and others.

10.2 CG presented via the use of screenshots the KPIs tool for block and AYR calving, the new milk forecasting tool and the milk price calculator, all of which the Board liked.

AGENDA ITEM 11. FARBENCH

11.1 The Chair welcomed Derek Carless (DCss) to the Board meeting. DCss introduced himself and his new role as Head of Farm Economics and provided an update on FarmBench and their ambitions. The specifications for Dairy will look to fit in with the optimal dairy systems

KPIs. Furthermore, the program is being translated into Welsh, this work is in its advanced stages and is estimated to be available by the end of the year.

AGENDA ITEM 12. BREXIT AHDB MODELLING AND NEXT STEPS

12.1 The Chair welcomed David Swales (DS) to the Board meeting who presented the main conclusions of the recent AHDB Brexit impact assessment on farm business incomes.

12.2 The Board emphasised the importance of Brexit readiness in the industry, on AHDB providing practical tools for farmers and understanding the performance of the top 25%, possibly through a project with the Farm Business Survey.

AGENDA ITEM 13. AOB

13.1 The Dairy Board, including Amanda Ball in her role as Dairy Strategy Director, would like to formally thank Di Symes, for her unfaltering dedication to supporting the Dairy Industry during her tenure with AHDB.

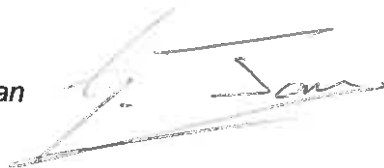
13.2 DC provided a brief summary of IDFWDS 2017 event.

13.3 TG expressed his concerns relating to the Grazing and Housed Systems paper.
Action: Jenny Gibbons to attend the January Board meeting, so that the Board can agree the role and direction needed to achieve the best for the industry, specifically with relation to a proposed grazing policy.

13.4 TH provided a brief update on the Dairy Strategy Director's leave and cover plans.

13.5 Date of Next Meeting: Thu, 18th January 2018, Boardroom, AHDB, Stoneleigh Park.

Signed
Gwyn Jones, Chairman



Date 22.1.18