

CONFIDENTIAL

**MINUTES OF THE 18/02 AHDB DAIRY BOARD MEETING
HELD ON THURSDAY, 15TH MARCH 2018 AT 08:30**

BOARDROOM, AHDB STONELEIGH PARK

PRESENT:

Gwyn Jones (GJ), Keith Davis (KD), David Cotton (CD), Janette Prince (JPr), Mary Quicke (MQ), Tim Gue (TG), Chris James (CJ), Oliver Hall (OH), and Richard Soffe (RS).

IN ATTENDANCE:

Paul Flanagan (PF), Natalie Reynolds (NR), Christine Watts (CW), Susannah Bolton (SB), Jane King (JK, item 7), Helen Bashford (HB) and Derek Carless (DCs, item 8), Rebecca Miah (RM, item 9).

Meeting Governance

AGENDA ITEM 01. WELCOME AND APOLOGIES

1.1 The Chair opened the meeting and welcomed those present and in attendance. Apologies received from Pete Nicholson.

AGENDA ITEM 02. CONFLICTS OF INTEREST

2.1 The Chair reminded the Board that they should declare any conflicts. Richard Soffe noted the partnership role between Duchy College and AHDB in regards to the Interreg Dairy Project.

AGENDA ITEM 03. MINUTES OF THE LAST MEETING, HELD ON 18 January 2018

3.1 AHDBDA18/02/03. Subject to the following amendment, the Board accepted the minutes of the last meeting held on 18 January as a true and accurate record of the meeting. Amendment to Agenda Item 6, point 6.1 this should state March 2019.

AGENDA ITEM 04. MATTERS ARISING FROM PREVIOUS MEETINGS, HELD ON 18 January 2018

Nov 2017, AHDBDA17/05/12: British Dairy Farming Video – this remains with John Bates and the Digital team. Agreement that the video is to be presented to the Board, before it is released publicly.

Agenda Item 8, point 8.2: Dairy partnership opportunity regards to EU Interreg project. Understand what the outcomes are and what they are expecting to deliver. PF to seek details from Mark Topliff and Ray Keatinge on the project on how this fits with other activity.

Agenda Item 12, point 12.1: Scottish Dairy Hub – Paul has instigated a review around key points that Board requested in January. More detailed outline for the hub will be prepared for July Board meeting.

Standing Agenda Items

AGENDA ITEM 05. CHAIRMANS REPORT

5.1 AHDBDA18/02/05. The report emailed prior to the Board meeting.

5.2 Lengthy discussion evolved around communication and engagement with the industry and farmers and the need to promote AHDB. General question raised if we are engaging enough with industry and stakeholder groups. Strong feeling that people still do not understand what AHDB are doing. Importance of looking at and planning strong stakeholder management.

Action: PF to meet with JK post Board meeting to discuss his vision for stakeholder management. Part of his vision is to work with partnerships (i.e. processors, vets, NFU) and more specifically have strong account management in place. As important is establishing KPI's to measure performance with those partnerships.

AGENDA ITEM 06. DIRECTORS AND OPERATIONAL REPORT – FEBRUARY 2018

AHDBDA18/02/06. Directors and Operational Report – February 2018

6.1 The Board reviewed the report and made comments relating to the formatting.

Action: NR to revisit formatting of the Operational Report to make this more readable.

AGENDA ITEM 07. FINANCE MANAGEMENT ACCOUNTS – JANUARY 2018

AHDBDA18/02/07. Finance Management Accounts – January 2018

7.1 January 2018 accounts were included in the pack. However, February 2018 number were available and tabled on the day. PF took the Board through these and raised key variances in expenditure, underspend, reforecast and uncertainties.

Items Scheduled for Meeting

AGENDA ITEM 08. CEO UPDATE

8.1 The chair welcomed Jane King (JK) to the meeting. Discussions had about the command paper, although Defra has renamed to the 'consultation paper'. Defra are very clear about their direction of travel and policy relating to the paper. They are receptive to ideas on meeting the vision and ensuring the correct people are involved. The consultation is open for the whole industry, noting that the deadline for responses is early May 2018.

8.2 JK provided a snapshot update on the Levy Payer Satisfaction Survey (LPSS). CW noted that the report is indicating that a variety of areas are increasing i.e. improved direct focus within dairy, awareness of who we are and what we do has also risen, frequency of contact has also improved and understanding of our work is showing positive increases.

Action: presentation and full report on the results of the LPSS for May Board.

AGENDA ITEM 09. PROJECT MANAGEMENT OFFICE

9.1 The chair welcomed Helen Bashford (HB) and Derek Carless (DCs) to the meeting. HB provided the board with an overview of her role within the newly formed Program Management Office (PMO) and the function that the PMO will take within AHDB.

9.2 DCs and HB provided the board with an update on Farmbench and the timeframes for delivering to the Dairy industry. The Board agreed the timelines at the January 2018 Board meeting. They want to remain updated regularly to ensure that the project remains on track, appropriate training to be provided early to the KE team and other external facing staff, review significant point of difference for FarmBench vs. existing benchmarking tools

and to ensure that engagement and partnership plans are developed. Key objective post launch is to understand how to migrate data from other dairy benchmarking tools. Board are keen to get a preview of the system (inputs/outputs) as soon as possible.

Action: JK suggested inviting David Flanders CEO, Agrimetrics to the May board meeting, to talk about what Agrimetrics and AHDB are doing relating to data/data sharing. PF to discuss this further with DCs.

Action: DCs to be in contact with OH to use him as a good resource to bounce ideas off and to get backing by Andersons.

AGENDA ITEM 10. CAMPAIGN UPDATE

10.1 The chair welcomed Rebecca Miah (RM) to the meeting. RM provided the Board with an update on activities. A discussion on commitment of ongoing funds and support with Dairy UK. The Board will be looking for an update post Dairy UK Board meeting.

Action: PF/RM to provide the Board with an update via email.

AGENDA ITEM 11. OPTIMAL DAIRY SYSTEMS (ODS) – 12 MONTH PLAN

11.1 The chair welcomed Jon Parry (JP) to the meeting. JP provided an update on the setting around Strategic Farms and KPIs. To date there are three Dairy strategic farms, with the plan and ambition to extend this to nine by end of September. Interest from Welsh Gov. about establishing strategic farms in Wales.

11.2 ODS communications to link with the twelve month ODS activity plan. The Board are keen to see more broadcasting activity around ODS, discussions continued around challenges around this and potential angles were discussed with CW.

AGENDA ITEM 12. ACTIVITY PLAN AND BUDGETS

12.1 Activity Plan and Budget 18/19 approved by the Board.

AGENDA ITEM 13. AOB

13.1 CW provided an update on the recruitment process in Market Development. Rebecca Miah, Head of Crops and Dairy Marketing. The team will consist of two members, Stu Baker and one further appointment to be completed.

13.2 Date of Next Meeting: Wed, 23rd May 2018, Boardroom, AHDB, Stoneleigh Park.

Items for information only

AGENDA ITEM 14. For Information – Paper Only

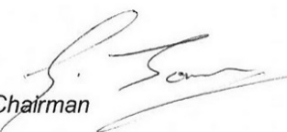
14.1 Board Meeting Dates for 2018

Dates of future meetings

- Thursday, 26th July 2018 at 08:30, Boardroom, AHDB Stoneleigh Park
- Thursday, 20th September 2018 at 08:30, Boardroom, AHDB Stoneleigh Park
- Thursday, 15th November 2018 at 08:30, Boardroom, AHDB Stoneleigh Park

Signed

Gwyn Jones, Chairman



Date: 23 May 2018