

CONFIDENTIAL

MINUTES OF THE 18/03 AHDB DAIRY BOARD MEETING HELD ON WEDNESDAY, 23RD MAY 2018 AT 08:30

BOARDROOM, AHDB STONELEIGH PARK

PRESENT:

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

IN ATTENDANCE:

Paul Flanagan (PF), Natalie Reynolds (NR), Caroline Robinson (CR), Jane King (JK), Susannah Bolton (SB), Anna Farrell (AF, item 3, 4 and 5), Diane Prescott (DP, item 3), April Hughes (AH, item 4), Matt Catlin (MC, item 5), Izak van Heerden (IvH, item 10), Richard Laverick (RL, item 13), Ray Keatinge (RK, item 13 and 14), Helen Bashford (HB, item 13), and Simon Hall, Defra (SH, item 13)

Meeting Governance

AGENDA ITEM 01. WELCOME AND APOLOGIES

1.1 The Chair opened the meeting and welcomed those present and in attendance. Special welcome and introduction for the four new board members, Andrew Fletcher (AF), David Craven (DC), Peter Rees (PR) and Scott Shearlaw (SS).

1.2 No apologies received.

AGENDA ITEM 02. CONFLICTS OF INTEREST

2.1 The chair reminded the Board that they should declare any conflicts. Peter Rees is a Board member for Lantra and Welsh Farming Connect. Oliver Hall noted work with Andersons. Although, not seen as a conflict Andrew Fletcher noted that he is a Governor for Reaseheath College.

AGENDA ITEM 03. CRM

3.1 The chair welcomed Anna Farrell (AF) and Diane Prescott (DP) to the board. DP provided the Board with an update on the current regulations for the Global Data Protection Regulations (GDPR). Specifically the impact this has on the Customer Relationship Management (CRM) system. In addition, DP described the status of migrating the Dairy data into the system.

Action: PF to work with AF and DP to establish a sub-working group. JPr has volunteered to participate to look at Dairy specific data and targets.

Action: Board have requested a target/deadline date.

AGENDA ITEM 04. LEVY PAYER SATISFACTION SURVEY

4.1 The chair welcomed April Hughes (AH) to the board. AF remained in the meeting to support AH with presentation of the Dairy LPSS data. Improvement shown in awareness, perception and impact of AHDB Dairy, with a slight increase on the satisfaction with AHDB.

4.2 PF to continue with the establishing organisation partnership, via the work progressing on stakeholder engagement.

4.3 More details evaluation is need to get closer to the levy payers. Links in to the sub-working group for CRM (agenda item 03).

Action: NR to send the LPSS presentation/pack to the board.

AGENDA ITEM 05. PROJECT BLUE

5.1 The chair welcomed Matt Catlin (MC) to the board. Who provided the board with an update on the development of the new look and feel for the AHDB and sector web pages.

AGENDA ITEM 06. CEO UPDATE

6.1 The chair welcomed Jane King (JK) to the board. Discussions had about three activities that are going on in the industry that will have the potential for far-reaching direct/indirect impact on the AHDB going forward. Such as the Health and Harmony paper and consultation paper. The work that is being done with the Food and Drink Sector Council. The call for evidence on AHDB by Defra, Christine Watts is leading a working group, established to ensure that Defra are looking at the feedback based on a broad spectrum of the industry. JK was keen to note that these areas are a great opportunity for AHDB to articulate where we can make a big difference and to encourage government ministers to see the great work undertaken on farm (i.e. Strategic and Monitor Farms).

6.2 JK and the leadership team are putting a lot of energy in to ensuring that by the end of the year, we are able to demonstrate progress made on all focus areas in the business. The main areas of focus are on Farmbench, growth of the Farm Excellence Program (for the benefit of the new board members JK provided an overview), LPSS and the Livestock Information Program (LIP).

6.3 JK also mentioned the sale of MLCSL, which is the commercial service of the business. Both the main Board and the MLCSL Board took and agreed the decision to divest. The sale is progressing.

AGENDA ITEM 07. MINUTES OF THE LAST MEETING, HELD ON 15 March 2018

7.1 AHDBDA18/03/07. The board accepted the minutes of the last meeting held on the 15 March as a true and accurate record of the meeting.

AGENDA ITEM 08. MATTERS ARISING FROM PREVIOUS MEETINGS, HELD ON 15 March 2018

Jan 2018, 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.

Mar 2018, agenda item 05, point 5.2: Stakeholder Engagement – PF to meet with JK post Board meeting to discuss vision for stakeholder management. Part of the 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. Work is progressing.

Mar 2018, agenda item 09, point 9.2: Farmbench - provide the Board with progress update at each Board mtg. With the view of previewing systems in Sept / Nov Board meeting.

Mar 2018, agenda item 10, point 10.1: Campaign Update – the board requested an update on the proposed ongoing support and funding post the Dairy UK Board meeting. Gwyn should send note to Dairy Board on DUK Board decision to delay decision until May. Update available post Dairy UK meeting on the 24th May 2018.

May 2018, agenda item 08, AOB: British Dairy Farming Video - social media numbers. The board would be interested in seeing what the numbers look like at the July board.

Standing Agenda Items

AGENDA ITEM 09. CHAIRMANS REPORT

9.1 The report emailed prior to the Board meeting.

AGENDA ITEM 10. STRATEGIC DAIRY FARMS

10.1 The chair welcomed Izak van Heerden (IvH) to the board. IvH provided the board with a good overview of the application and auditing process, including an indication of the numbers that have applied to take part. Verbally introducing the current SDF's and the systems that each are running, and finally ran through what is in the pipeline. Displaying a geographical map indicating those farms on the program, and those that are potentials, shows that more work is required in the 'North'.

10.2 Scott Shearlaw (SS) offered help to assist with identifying spring and autumn blocking calvers in the 'North'.

AGENDA ITEM 11. DIRECTORS AND OPERATIONAL REPORT – MAY 2018

AHDBDA18/03/11. Directors and Operational Report – May 2018

11.1 PF ran through the Directors Report and noted one addition from Delyth Davies regarding the resubmission of the AGRI Strategic Initiative application. The SI involves two modules, Herd Health Planning and Monitoring and Strategic Dairy Farms. There is thoughts that they will launch at the Royal Welsh Show.

Action: PF to send PR the referred document.

11.2 PF ran through the Operational Report, noting for the new board members that the report focuses on the four strategic priorities and reports on the specific activities. Focus is given to those that are flagged Red and Amber.

AGENDA ITEM 12. FINANCE MANAGEMENT ACCOUNTS – MARCH 2018

AHDBDA18/03/12. Finance Management Accounts – March 2018

12.1 PF took the board through the figures for year to date. Noting key variances, surplus and reserves.

Action: NR to send to the new board members, the 18/19 budgets and activity plan documents.

AGENDA ITEM 13. LIVESTOCK INFORMATION PROGRAM (LIP)

13.1 The chair welcomed Richard Laverick (RL), Ray Keatinge (RK), Helen Bashford (HB) and Simon Hall (SH) from Defra to the meeting. RL began by explaining LIP and the rationale behind transforming livestock traceability, and the principles behind the Heads of Agreement and why it should sit with AHDB.

13.2 SH continued to explain the current and future services, the timeline for decision-making and Defra's involvement.

13.3 The board raised some questions. Although, in principle the board agreed that the service is required. Clear support for the initiative shown by the industry. However, the board were unclear on how this fits with the strategy and whether it fits with AHDB.

AGENDA ITEM 14. BVDFREE AND WIDER – FUTURE LANDSCAPE

14.1 RK remained in the meeting to provide the board with an update on BVDFree.

14.2 GJ continued to discussion with a presentation on the Dairy Productivity Group, which he had delivered to the NFU Dairy Board meeting. The group is a Defra funded independent group set up to look at improving the dairy industry.

14.3 Animal Health and Welfare Partnership Delivery Board. GJ explained that the vision is to significantly improve the delivery of health and welfare of farmed species. The partnership board's vision is for a ten-year plan of activity across all sectors to tackle areas such as endemic disease, lameness and other health and welfare issues.

14.4 Cattle Health and Welfare Group (CHAWG). GJ discussed the proposed re-organisation of the group to be more delivery focused, with a number of key organisations leading the group, i.e. CVO's, AHDB, BVA, NFU and communications.

AGENDA ITEM 15. AOB

15.1 MQ requested for papers and presentations to be provided prior to the board meeting, enabling more time to digest the content. NR to work with PF on timeline for paper submission and distribution, suggestion to send at the same time as the board pack.

15.2 MQ raised the topic on Genomics. TG suggested that Marco be invited to one of the up and coming board meetings.

15.3 MQ mentioned that EuroDairy were running good webinars, but did not see them promoted via ADHB Dairy website.

Items for information only

AGENDA ITEM 16. For Information – Paper Only

16.1 18/03/16 – Farmbench Progress, provided by Derek Carless

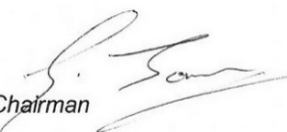
17.1 18/03/17 – Amplifying Optimal Dairy Systems, provided by Alistair McLaren

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: 26 July 2018