

CONFIDENTIAL

MINUTES OF THE 18/05 AHDB DAIRY BOARD MEETING HELD ON THURSDAY, 20TH SEPTEMBER 2018 AT 08:30

BOARDROOM, AHDB STONELEIGH PARK

PRESENT:

Gwyn Jones (GJ), David Cotton (DC), 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), Helen Wetton (HW), Sarah Curtlin (SJC), Susannah Bolton (SB), Adam Quinney (AQ), Christine Watts (CW, item 8), Mandy Nevel (MN) and Mary Vickers (MV), (item 9), Rachael Chamberlayne (RC, item 10), Marco Winters (MW, item 11), Richard Laverick (RL), Simon Hall (SH) and Ken Boyns (KN) (item 12), Delyth Davies (DD, item 13) and Lucy Randolph (LR, item 14)

Meeting Governance

AGENDA ITEM 01. WELCOME AND APOLOGIES

- 1.1 The Chair opened the meeting and welcomed those present and in attendance. The Chair welcomed Helen Wetton (HW) Minute taker and Sarah Curtlin (SJC) temporary PA for Dairy.
- 1.2 The Board congratulated JP for her prize awarded at the Women in Dairy Conference.
- 1.3 No apologies received.

AGENDA ITEM 02. CONFLICTS OF INTEREST

- 2.1 The Chair reminded the Board that they should declare any conflicts. No conflicts were declared.

AGENDA ITEM 03. MINUTES FROM THE MEETING HELD 26TH JULY 2018

- 3.1 AHDBDA18/05/03. Agenda item 15 – Scottish Dairy Hub. SS asked that the following amendment be made to the minutes. SS believes that KE in Scotland should be regional instead of two systems. With this amendment, the Board accepted the minutes of the last meeting held on the 26 July as a true and accurate record of the meeting.

AGENDA ITEM 04. MATTERS ARISING FROM PREVIOUS MEETINGS, HELD ON 26TH JULY 2018

July 2018, Agenda item 8 - LIP, points 8.1 and 8.2: On Agenda.

July 2018, Agenda Item 9 point 9.1 – C2C Programme and Bull Calves: JG will complete the C2C Meetings and will provide an evaluation to the Board on the programme. GJ will liaise with JG around the difficulties of setting up AFUs.

July 2018, Agenda Item 10 point 10.1 – Farmbench: On Agenda. PF updated the Board that the Welsh Government are interested in Farm Bench. Meeting to be set up once the system is live.

July 2018, Agenda Item 11 point 11.1 – Consumer Marketing campaign: Year 2 plans are not yet available. The Board requested a conference call to discuss the Plans as soon as they are available. The Board asked for an update from AF on the dates and outcomes of the meetings with Young Farmers and NFU and an update on other tools to support farmers, such as John Bates' Social Media Course.

Action: PF to arrange a conference call to discuss Consumer Marketing Campaign Year 2 Plans when they are available.

Action: PF to seek an update on the meetings AF is arranging with Young Farmers and NFU and an update on other tools to support farmers, such as John Bates' Social Media Course.

May 2018, Agenda Item 03 and July 2018, Agenda item 11 point 11.1 – CRM: Board will seek an update from CW at Item 8 on the Agenda.

July 2018, Agenda Item 12 point 12.1 – Project Blue: The AHDB main website is now live. The individual Sectors data will transferred over in the next 12 months. The Board asked for update at the November Board Meeting on steps to migrate AHDB Dairy website onto new platform.

Action: Project Blue Update from MC to be added to the agenda for the November Board Meeting. Board want to see plan to transition from Dairy website to new site.

July 2018, Agenda Item 13 – point 13.1 – Communication Dashboard: Provided in papers.

July 2018, Agenda Item 15 point 15.1 – Scottish Dairy Hub: On agenda.

July 2018, Agenda Item 16 point 16.1 – Sector Board Conference: Events have sent out an invitation to the Sector Board Conference on 2 October 2018. PF noted DC, TG and JP are unable to attend.

Standing Agenda Items

AGENDA ITEM 05. CHAIRMANS REPORT

5.1 The report was emailed prior to the Board meeting.

AGENDA ITEM 06. DIRECTORS AND OPERATIONAL REPORT – September 2018

AHDBDA18/05/06. Directors and Operational Report – September 2018

6.1 PF ran through the Directors Report. PF noted that the new KEM in Scotland has started and has attended a number of events, including UK Dairy Day and that one KEM in Southern England has left and recruitment is underway. PF also noted that Richard Davies has taken a team leadership role with Dairy Wales, which leaves a gap for senior manager role in Dairy KE – recruitment in play.

6.2 TG provided an update on his trip to the Netherlands, which was arranged by the KE Buildings and Environment Team. The Board discussed raising awareness of the expertise we have in the Buildings and Environment and Genetics teams, both internally and with industry and agreed that the team should be promoted through different channels.

6.3 PF and SB led a discussion about Research and KE Experts and how farmers can identify and contact our Experts. SB informed the Board that she is working with Bill Parker to profile these Experts and they will have a page on the AHDB website.

Action: SB/BP to identify Research and KE Experts and have a page on the AHDB Website detailing these Experts with their contact numbers by 15 October 18.

Action: SB to work with CW and Comms team to promote this information through a range of internal and external channels.

6.4 The Board discussed Brexit in general. SB informed the Board that the MI and KE teams are having discussions around the Brexit calculator and Top 25% Project with a view to promoting them as features to use to prepare for Brexit. .

6.5 PF suggested that as well as a discussion on the current strategy, he would prepare a paper on the implications of a 'No Deal' Brexit for the Dairy Sector for the November Board meeting.

Action: PF to add a discussion on strategy, preparation for a no deal Brexit/the implications for the Dairy Sector to the November Board meeting agenda.

6.6 PF ran through the updated Operational Report, comparing it to the July Operational Report and explaining the changes that have been made to streamline activities.

6.7 The Board asked why BVD reporting made available only covers England, and not Wales and Scotland. GJ informed the Board that this is being addressed and all ruminants are being joined together so this will change moving forward. The Board would like for stats on BVD for Wales and Scotland.

Action: PF to source BVD figures for Wales and Scotland.

6.8 The Board agreed that the MI videos are excellent and would like information about the hits on these videos

Action: PF to obtain a report on hits on the MI Videos from AM

AGENDA ITEM 07. FINANCE MANAGEMENT ACCOUNTS – AUGUST 2018

AHDBDA18/05/07 Finance Management Accounts – August 2018

7.1 PF took the Board through the figures for year to date. Noting key variances, surplus and reserves. The Board asked for a list of Dairy Research projects and an update on Research spend.

Action: PF to add an update from Ray Keatinge on research spend.

Action: PF to obtain a list of current Dairy research projects from RK and circulate this to the Board.

AGENDA ITEM 08. UPDATE ON DEFRA'S REQUEST FOR VIEWS ON AHDB

8.1 The Chair welcomed Christine Watts (CW) to the meeting.

8.2 CW provided an overview of the work being done on CRM and the implications that GDPR has had on CRM activities. The board asked for a plan and timescale for securing more contact details for dairy levy payers and requested that a CRM working group be set up. CW agreed to investigate and report back.

Action: PF to add a Dairy CRM update to all Board agendas going forward.

8.3 CW provided the Board with an update on the Request for Views.

8.4 The Chair asked CW for an update on the savings made by streamlining of websites/bringing digital work carried out externally in-house. CW agreed to obtain this information.

Action: CW to provide a savings figure for bringing work carried out externally, in-house.

AGENDA ITEM 09. eMB CATTLE UPDATE

9.1 The Chair welcomed Mandy Nevel (MN) and Mary Vickers (MV) to the meeting to provide an update on eMB. MN informed the Board that an AMR Group investment test will be submitted shortly. Once this is passed

it will require the support of the Sector Boards. The project will focus on hotspots of disease, i.e. mastitis, lameness and fertility. MN agreed to provide update to the Board in November.

Action: PF to add an update on eMB Cattle to the November Board Meeting

AGENDA ITEM 10. FARMBENCH PREVIEW AND PRIORITY AREAS

10.1 The Chair welcomed Rachael Chamberlayne (RC) to the meeting to provide an update on Farmbench. RC confirmed that Farmbench for Dairy is on track for a 31 October 2018 launch. Training for the Dairy KEM team is scheduled for 8 October, with more training to follow. Part of this will be that the KEM team input data as if they were a farmer to see if they experience any issues. A dummy feedback meeting will follow this exercise.

10.2 RC informed the Board that permission has been received from IFCN to use their data for international comparison.

10.3 The Board asked about the targets for APIs (Application Programming Interface) i.e. software that makes it easier for programs to interact with each other and share data. DC to respond on this point.

10.4 RC asked for a timeline of when the Board will be able to put their data into Farmbench. The Board agreed to do this by 14 November 18.

10.5 The Board asked for webinar or skype update before the 31 October launch and for a live link to Farmbench before the webinar/skype meeting.

Action: DC to update on targets/timings for APIs with other companies

Action: DC/SC to identify a date for the Farmbench update for Board before 31 October

Action: RC to issue a live link to Farmbench to the Board prior to the webinar/skype meeting update

AGENDA ITEM 11. GENETICS & GENOMICS UPDATE

11.1 The Chair welcomed Marco Winters to the meeting to provide an update on Genetics and Genomics and how it will link to LIP.

11.2 The Board agreed that a key issue is how we raise awareness that AHDB are providing these key services, as they are not always attributed to AHDB. The Board agreed that our technical messages are good but branding needs addressing. The Board agreed that we should consider copyrighting £PLI and £ACI. The Board agreed that Comms needs to address the issues with the genetic brand and agree a KE/Comms strategy to move this forward.

Action: MW to speak to Guy Attenborough and Mary Gallagher about copyright for Genetics and Genomics.

Action: MW/PF to speak with MarComms about developing a promotional campaign to farmers on Genetics.

11.3 MW raised the issue of lack of resources and stated that more resources to be able to continue to provide this level of service.

Action: PF and BP to discuss resources in the Genetics team

11.4 SB informed the Board that BBSRC and Innovate UK are keen to work with AHDB and are interested in Strategic Farms and the wider KE offer and this would be a good opportunity on the genetics side as well.

AGENDA ITEM 12. LIVESTOCK INFORMATION PROGRAM (LIP) UPDATE

12.1 The Chair welcomed Richard Laverick (RL) Simon Hall (SH) from Defra and Ken Boyns (KB) to the meeting to provide an update on LIP. SH provided an update on how the programme planning is progressing.

12.2 The Board asked about the cost of the new system. SH stated that it is not the intention to build a new system, the plan is to buy a system already in existence. There is a big market for these systems already, including the systems used by Scotland and NI. SH stated that LIP has been engaging with the market place about the system for over 18 months and a Supplier Day was held recently with 38 companies attending and a company from New Zealand ringing in. The suppliers are now clear about what we want. SH is confident that when we open a call for the system we will get a good response.

12.3 SH informed the board that discussions are taking place with the devolved administrations and workshops are planned with the devolved administrations. Everyone is trying to share the same vision.

12.4 KB took the Board through how LIP will be funded by the Livestock Sectors. The Board registered their support for the programme. There will be a joint meeting of all the livestock boards on 5 November.

Action: PF to share SH and KB papers with the Board

AGENDA ITEM 13. WELSH DAIRY UPDATE

13.1 The Chair welcomed Delyth Davies (DD) to the meeting to provide an update on Welsh Dairy. DD referred to her paper already submitted and updated the Board on the Welsh RDP funded project of £6.5m. DD is expanding her team of 2 to 10 to deliver the Dairy Improvement Project over the next 5 years. The project was approved in July this year by the Welsh Government and includes two main areas of work, Herd Health, Planning and Monitoring and Strategic Dairy Farms.

AGENDA ITEM 14. EXPORTS UPDATE

14.1 The Chair welcomed Lucy Randolph to the meeting to provide an update on Exports. LR provided the Board with an update of her activities this financial year so far and provided an overview of the Exports activity planned for the next financial year.

14.2 The Board asked Lucy about her work with Scotland and Wales. LR works closely with Roddy Wilde from the Scottish Dairy Board. He believes the Scottish offering is enhanced by backing it up with a British offering, and is leading on supermarket intake and the key markets in America on behalf of British cheese so LR is able to work closely with him on this. The Welsh Food and Drink Service has less funding than Scotland so is unable to focus on more than one category at this time.

14.3 LR is currently working on a Stakeholder Survey across all of Exports, which will be issued shortly.

14.4 LR indicated that if more resource were available she would be able to grow Dairy Exports presence across the key markets, as currently she is the only resource in the Dairy Team.

AGENDA ITEM 15. SCOTTISH DAIRY HUB UPDATE

15.1 PF and SB provided the Board with an update on the Scottish Dairy Hub. The Board backed the recommendations

ACTION: PF to share messaging and communications plan with the Board once these are developed.

AGENDA ITEM 16. REVISED ACTIVITY PLAN

16.1 Discussed at Item 6.

AGENDA ITEM 17. AOB

17.1 DC asked who is representing AHDB at the Dairy Summit. PF is attending with Rebecca Miah, Stu Baker and Susie Stannard.

ACTION: PF to check with Jon Parry on requests from farmers for part-funding to attend Summit

17.2 JP is concerned about 'Stamp out BVD' campaign run by SAC. In the latest BVD newsletter, it states you should contact your Vet to do the testing. JP has contacted several local Vets, none of who are doing the testing as they feel it is too complicated.

Action: PF to speak to Ray Keatinge about JP's concerns.

17.3 The Board asked that Izak Han Heerden attend the November Board Meeting to provide an update on Strategic Dairy Farms. The Board noted his paper but feel a discussion is required given the high profile of the programme.

Action: PF to add an update on Strategic Dairy Farms to the November Board Meeting agenda

17.4 PF will send round a note about the PHD Livestock Seminar on 28-29 November to check Board Member availability for attending this event.

Items for information only

AGENDA ITEM 18. For Information – Paper Only

18.1 18/05/18 - SDF Update – Izak Van Heerden

19.1 18/05/19 - Dairy Marketing Plan – Rebecca Miah

20.1 20/05/20 - Dairy Bull Calves – Jenny Gibbons

21.1 21/05/21 - Communications Dashboard – Alastair McLaren

22.1 22/05/22 - Dairy Governance Schedule

Dates of future meetings

- Thursday, 15th November 2018 at 08:30, Boardroom, AHDB Stoneleigh Park
- Wednesday, 23rd January 2019 at 08.30, Boardroom, AHDB Stoneleigh Park

Signed

Gwyn Jones, Chairman

