

**SUMMARY MINUTES OF AHDB DIARY SECTOR COUNCIL MEETING  
HELD ON 21<sup>st</sup> JULY 2022 AT  
AHDB, STONELIGH PARK, KENILWORTH, WARWICKSHIRE**

**PRESENT:** Lyndon Edwards (LE) - Chair, Mary Quicke (MQ), Mike King (MK), Rob Nancekivell (RN), Gemma Smale-Rowland (GSR), Andrew Fletcher (AF), Liz Haines (LH), Ian Harvey (IH), Scott Shearlaw (SS), David Craven (DC), Joe Towers (JT), Peter Rees (PR)

**IN ATTENDANCE:**

Paul Flanagan (PF)  
Nic Parsons (NP)  
Will Jackson (WJ)  
Tim Rycroft (TR)  
Angela Christison (ACH)  
Ken Boynes (KB)  
Kate Saunders (KS)  
Lenka Rihova (LR) – minute taker

**Apologies for absence**

The Chair opened the meeting at 8.30am and welcomed those in attendance. Apologies were received from Andrew Fletcher and Liz Haines.

**Declarations of Interest**

None received.

**Minutes from the meeting held on 8<sup>th</sup> and 9<sup>th</sup> June 2022.**

The minutes of the meeting on 8<sup>th</sup> and 9<sup>th</sup> June were approved.

**Matters arising.**

PF went through the actions, most completed or on the agenda.

A comment was made regarding point 5.9. (*AHDB currently have emails for 55% of contacts on the CRM system – minutes of 9<sup>th</sup> June*). Change to: Aim to target more than 55%.

PF reported on point 3.8 (*to provide clarity on AHDB's input (Wales/Scotland) on Animal Health & Welfare policy*). The Sector Council requested that AHDB work more directly with Scotland and Wales. There is an Animal Health & Welfare group, chaired by Stephen James in Wales and Nigel Miller in Scotland.

The Chair reported on point 5.5 (*to discuss the level of reserves at the main AHDB board meeting*).

**ACTION: KB to discuss point 5.5 (levy reserves) with Tony Holmes (the new finance director) and report back to the Sector Council**

The Council discussed the restructuring of the engagement team in Scotland. Key is to operate differently and increase the engagement with farmers. PF reported on the timescales (September/October). PF to keep the Council informed on the progress.

**Creating a dairy sector plan – step two – July 2022**

PF presented on the above topic and reported on Step Two, which is to agree workstream targets and the balance of activities. The purpose of the meeting was to:

- Agree Red/Amber/Green (RAG) rating for each Workstream activity



- Red = Stop Funding; Amber = Further discussion required on whether to keep funding; Green = Keep Funding
- Feedback on Workstreams Aims
- Set broad direction for Sector Plan draft (1<sup>st</sup> draft to be shared in Sept)

The Executive to suggest workstream aims and further refined indicative budgets for each workstream.

Sector Councils are principally responsible for **WHAT** outcomes they want from levy investment. AHDB Exec is principally responsible for **HOW** those outcomes are delivered.

PF reported on zero-based budgeting. Some financial assumptions, allocations and estimates are not yet perfect. No need to agree budgets for 23/24 until early 2023.

PF reported on the feedback from Step One meeting (June).

The Chair informed the Council that Sarah Bell, the Chair of Cereals & Oilseeds, had decided to step down at the end of July. Steven Briggs took over as an interim Chair.

The Council discussed Exports (delivery in terms of value for money and what it could deliver). AHDB are working on an export strategy. KB to report back to the Council (September).

PF reported on the Prioritisation Grid, which details all activities under each Workstream. It is for the Council to decide what work AHDB will do for the sector, not the Exec. SM provided further details on the Prioritisation Grid, a transparent framework to allow make comparison between the activities.

The Council went through each activity in the Dairy Prioritisation Grid. Key points were:

#### Medicine Hub

Agreed to keep funding. Rated as GREEN

#### Improving Youngstock husbandry

- Agreed to change to RED – stop funding Colostrum is Gold Campaign
- Agreed to STOP funding

#### Non-endemic disease responses

- Agreed

#### GB Dairy Calf Strategy

- Helping farmers to find solutions, monitoring success
- Working in partnership with others
- Agreed to keep funding

#### Dairy 'Healthy Feet' programme

- Work not finished, reputational issue, needs a review and refocussing
- Focus on collaboration, protecting the industry
- Change to AMBER and come back in September with a plan
- Lots of people working on this but AHDB positioned to facilitate conversations Defra Pathway



#### health/disease/welfare

- Keep AMBER
- A plan required for September
- Key to have expertise to influence Defra
- Agreed to stop BVD Free
- Agreed to stop (someone else to take this on - Defra?)
- BVD website – needs managing/hosting (look at solutions)
- Johnes: Reputational issue (reputational risk in the future). Maintain funding

#### RHW activity (Ruminant Health and Welfare Group)

- Clarity required on what the group is doing & value
- Need a proposal for September

**ACTION: CHG to provide more information on what value the Council can get (RHW activity).**

#### Livestock Information: Knowledge Based Trading (initial scoping activity)

- Agreed AMBER
- Need a proposal for September

#### Develop national cross-sector farm surveillance – new activity work tbc

- Agreed to stop

#### Animal Health and Welfare Research (new issues/update best practice)

- Agreed to continue to fund PHDs and stop everything else

#### GHG Measurement and Best Practice / Measurement Tool Best Practice

- Agreed to stop

All AMBER activities in Environment need parking until environment strategy has been completed (alignment and a new plan with recommendations required).

All activities in Education in GREEN. Workstream lead to work on a proposal how to move this forward, for SC in September.

#### Promoting and Defending the Industry

- Fundamental. Keep funding

#### LI (Livestock Information) Whole Life Farm Assurance)

- Agreed AMBER & need a proposal for September

#### We Eat Balanced Consumer & Retail Campaign

- Agreed to keep funding

#### Market Access and Maintenance & Exports Trade



- Agreed to keep funding
- A strategic approach required long-term
- Input required from Workstream lead

**ACTION: KB report back to SC meeting on Market Access and Maintenance (KB to work with the team).**

International Market Insight and Strategic Insight Support A review required & need a proposal for September

Market Intelligence Datasets & Expert Analysis and Insight & Market Drivers

- Agreed to keep funding

Consumer, Retail and Foodservice Trends

- Agreed as AMBER & need a proposal for September
- To investigate alternative data sources to reduce costs & quality data required Policy Changes and Trade Deals
- Reduce focus on benchmarking and farm margins. Others doing this work
- Proposal for September required Labour Policy work
- Proposal for September required before deciding LIP (Livestock Information Programme) Data Dashboards
- Dairy Genetics Services keep funding

**ACTION: To share the recommendations of independent review of the work with the SC (Dairy Genetics Services).**

AgriLeader

- Agreed to keep funding - consider it to be really valuable

DairyPro

- Agreed to stop (move to 3rd Party)

**ACTION: A proposal for September required for various activities (see above).**

**AOB**

The next Dairy SC meeting to be held on 4th October (Southwest Dairy show on 5th).  
The meeting closed at 1pm.

