

**SUMMARYMINUTES OF AHDB DIARY SECTOR COUNCIL MEETING
ON TUESDAY 13TH DECEMBER 2022 AT
AHDB, STONELEIGH PARK, 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)

APOLOGIES: David Craven (DC)

IN ATTENDANCE:

Paul Flanagan (PF)
Nic Parsons (NP)
Will Jackson (WJ)
Ken Boynes (KB)
Tony Holmes (TH)
Marco Winters (MW)
Chris Gooderham (CG) – specific item
Anna Hughes (AH) – minute taker
Kate Saunders (KS) – minute taker

Apologies for absence

The Chair opened the meeting at 8.30am and welcomed those in attendance. Apologies were received from DC.

Declarations of Interest

There were no declarations of interest.

Minutes from the meeting held on 4th October 2022.

The minutes from the meeting held on the 4th October were accepted as a true record and signed by the Chair.

Matters arising.

PF explained that there are two items outstanding from the matters arising (all other matters completed):

- KS is still going back and forth with TIAH in her attempts to arrange a date to meet. This proved difficult due to a recent change in TIAH Chief Executive. **Action ongoing.**
- PF proposed that Chris Gooderham be invited to the February meeting to give an update on Environment.

Sector Lead report

PF to circulate the slides that Susie Stannard presented to the Sector Council the previous evening.

MK explained that he is now attending the industry wide Ruminant Health and Welfare Group.

The group agreed that there needs to be funding in education with LE adding that 'Open Farm Sunday' is a great shop window for agriculture as a career. The group discussed the need for more money spent on education.



Management accounts/Agenda item 7 budget

TH talked through the accounts for the first seven months of the financial year (up to the end of October).

Sector plan rollout

NP presented and explained that there had been 285 Levy Payers in attendance over 9 meetings in November with 4 Sector Council members delivering the content of the sector plans. AHDB also had a stand at AgriScot in Edinburgh.

The council members that attended some of these events fed back to the group. Levy payers seemed pleased to see a focus on Reputation. The feedback on the Sector Plan was generally positive.

Engagement team approach

NP presented on a revised approach for the Engagement team, following up on conversations at the previous Council meeting in October.

Comments from Council members included:

- Reduce the number of Strategic Dairy Farm meetings and increase digital presence – nine meetings is a long time to keep peoples interest.
- Need to 'keep it fresh' with new topics for Strategic Dairy Farm meetings
- Pick up and discuss learnings from previous Strategic Dairy Farm meetings
- Look into routes for collaboration with RABDF

The Sector Council were happy with direction of travel (reduce AHDB solo activity to create space for targeted collaboration).

Considering a levy increase

KB explained the history around the Dairy levy which started at 0.05p per litre from the Milk Council in 1998. In 1999 Levy payers were asked to vote to increase the levy to 0.06p which was successful. C&O, Potatoes and B&L had a levy increase in 2012 but Dairy did not.

The Council Members emphasised the need to take a broad view on what the sector needs to achieve, and funds required to do that.

Measures

AC and PF presented on Dairy Measures. The slides covered the concept and direction of travel.

The Council were happy with the measurables and approved the paper.

PF explained that the Council will be reported back to on measures which were Red or Amber.

Genetics review update – timelines

CG explained that there is a plan to re-convene the Sector Council Sub-group in January. Initial industry conversations have been had but there is still a lot of work to be done in terms of industry engagement.

The proposal is a joint Dairy/B&L discussion with Lyndon Edwards and Colin Bateman (B&L Sector Chair) to look at structure and common areas.

The group will come back to the February Sector Council with clear recommendations. The aim is to get industry on-board by May and implement changes from October.

AOB

IDF Funding

LE explained that currently AHDB and Dairy UK jointly fund the GB Dairy Industry's subscription to the International Dairy Federation (IDF). This amounts to £80k per annum which is split 50/50 between the two organisations. IDF is a body that represents the whole of the dairy industry at an international level and is well respected. LE added that IDF is run by a very small team in Brussels, mostly with a scientific background but who have access to over 1200 experts around the world in order to deliver quality papers and information wherever required.

That evidence-based approach fits well with AHDB values. LE requested that the group consider what we should and shouldn't be doing in terms of future funding. A background paper will be produced ahead of the next meeting.

