

**SUMMARY MINUTES OF AHDB DAIRY SECTOR COUNCIL MEETING
HELD ON 23rd NOVEMBER 2021
AT CHESFORD GRANGE HOTEL**

PRESENT: Lyndon Edwards (LE) - Chair, Peter Rees (PR), Richard Soffe (RS), David Craven (DC), Andrew Fletcher (AF), Liz Haines (LH), Ian Harvey (IH), Mary Quicke (MQ), Scott Shearlaw (SS), Joe Towers (JT)

APOLOGIES: Oliver Hall (OH)

IN ATTENDANCE: Paul Flanagan (PF), Angela Christison (AC), Lenka Rihova (LR) – minutes, Nicholas Saphir (NS), Stephen Briggs (SB)

DAIRY SECTOR COUNCIL MEETING

The Chair opened the meeting at 10.45am and welcomed those in attendance. PF introduced Angela Christison, Pork Sector Council Sector director, and Lenka Rihova, Personal Assistant, to the Council.

SECTOR CHALLENGES/NEEDS

Papers had been distributed to the Council prior to the meeting.

PF presented on the dairy sector challenges/needs.

Key themes of the discussion were:

- ⇒ Protection against the terms of trade (remain competitive, protect position in the UK, farmers being able to make profit)
 - ⇒ **Market** export/import risks + risks/opportunities
 - ⇒ **Environmental/Regulations** (farming rules)
 - ⇒ **Profitability** – helping farmers to be more profitable
- Demand, sustainably/profitably meet the demand, environment and regulations
 - ⇒ Farmers need to be aware of the challenges (Environment)
 - ⇒ AHDB to flag that up and help farmers

The Council agreed the following key challenges/needs for the sector:

- 1) How do we build a positive reputation and demand at home and overseas?**
- 2) How can we support farmers to operate more profitably?**
- 3) How do we cope with the challenges/regulations around Environment (net zero), Animal health & welfare etc.**

The Council members have requested clarification on their obligations in relation to their time input.

PF provided clarity on current appointments and second terms ending in March 22. He reported on the process. There will be appraisals with the Chair. Moving forwards, levy payers will play a role in selecting Council Sector members. The aim is to bring more democracy into the process.

REVIEW AHDB WORKSTREAMS TO ADDRESS THESE

The Council discussed the workstreams in detail and what should be presented to farmers.

Revised Challenges/Workstreams:

Build positive reputation and demand and home and overseas:

- Consumer Campaigns
- Reputation
- Exports
- Education
- Promoting Careers/Labour

Support farmers to operate more profitably:

- Market Intelligence & Farm Economics
- Livestock Genetics
- Reducing Disease & Improving Animal Health & Welfare & Improving Antibiotic Use
- Forage & Nutrition

Cope with challenges and regulations around Environment (Net Zero), Animal Health & Welfare etc

- Science & Evidence
- Signposting
- Horizon Scanning

The group discussed workforce development and whether this is covered by TIAH (The Institute for Agriculture and Horticulture).

DAIRY LEVY PAYER ENGAGEMENT PLAN

PF has presented on the dairy levy payer engagement plan.

A paper had been distributed to the group prior to the meeting.

Key stakeholders have been identified. Focus is on direct personal relationships to encourage farmers to vote.

The role for Sector Council is:

- What actions can individual Sector council members take to support this plan?
- How can Sector Council members use personal network to promote Registration & Voting?
- Are there other stakeholders that we have missed that Sector Council members can engage?

Rebranding of AHDB will be required due to the recent changes (ballots) post the Spring Vote.

END & CLOSE

The January (face-to-face) meeting has been agreed for Monday 17th January 2022.

The meeting closed at 3.30pm.