

**SUMMARY OF AHDB DAIRY BOARD MEETING 21/02  
HELD ON 25<sup>th</sup> March 2021  
TELECONFERENCE**

**PRESENT:** Richard Soffe (interim Chair), David Craven (DC), Andrew Fletcher (AF), Oliver Hall (OH), Liz Haines (LH), Ian Harvey (IH), Mary Quicke (MQ), Peter Rees (PR), Scott Shearlaw (SS), Joe Towers (JT), Anna Farrell (AF)

**IN ATTENDANCE:** Paul Flanagan, Ken Boyns (KB), Christine Watts (CW), Liam Byrne (LB), Susie Stannard (SS), Nic Parsons (NP) Kate Saunders (Minutes), Naveen Gupta (NG), Lee Grafton (LG), Karen O'Callaghan-Lowe (KO)

**WELCOME, APOLOGIES FOR ABSENCE, DECLARATIONS OF INTEREST**

The Chair welcomed everyone to the meeting and explained the agenda items.

There were no declarations of interest.

There were no apologies of absence.

**BUDGET FOR 21/22**

The Chair welcomed NG and to the meeting.

PF went through the actions from the budget meeting that was held on 11<sup>th</sup> March.

- A separate meeting has taken place to discuss the Research spend in more detail. Everything was been captured on the budget paper from a Research point of view.
- The future Marketing plans for next year have been followed up and are on the agenda.
- The Board are now comfortable with the direction of travel and the level of Budget.

NG and LG joined the meeting to discuss how is zero based budgeting going to work.

The vision of how future financial planning will take place was presented. The aim is to come up with a financial plan going forward over 3-5 years that aligns to the strategic commitments and allows more interaction with Levy payers and variability to levy rates.

LG explained the thinking around the zero-based budgeting. He also explained how the central costs would be administered and managed within zero based budgeting. The finance team are currently working through what is in the delivery and the support pot for these costs. The aim is to make those costs as low and appropriate as possible.

**MARKETING CAMPAIGN**

The Chair welcomed CW, AF, LB and SS to the meeting. LB and SS shared slides with the Board presenting the EatBalanced results and the marketing proposals for next year.

SS explained the methodology and the results were a solid performance across all metrics.

CW reported that the social media ride was rocky and shifting consumer attitudes is not going to be easy. If we could mobilise hundreds of farmers to tell their story we would significantly shift all the algorithms on social media.

CW made the Board aware that there have been complaints into the advertising standards about the campaign. A robust response has been written which is important to regain the space for the future being confident in the claims we make.

AF informed the Board that there is a large programme to roll back the results to the levy payers. A double page is going out in the Farmers Guardian, a press release to key trade titles, Farmers Guardian have produced a video and podcasts going out.

PF thanked LB and SS for an excellent presentation and the hard work. He commented to the Board this was not for sign off but to give a view of where money would be placed. The Eat Balanced pilot campaign has been excellent and this offers certainty to the Dairy sector during the next financial year.

#### **ENVIRONMENT – AHDB AND DAIRY ROADMAP (Details in papers)**

PF presented the slides on the Environment. He reminded the Board that as an industry there is a need to move forward on Environment and ways of making the Dairy Roadmap more successful have been looked at.

With reference to the Carbon Footprints across the strategic dairy farms, money has been saved due to the meetings being virtual rather than face to face. This has enabled another 10 farms to get involved in Carbon Footprinting.

DC said that there is value in a piece of work being done with case studies on that can be done on how diets can be aligned without the use of Protein and Soya. Sources of energy and Protein is being put into anaerobic digestion subsidised by the Government.

PR informed the Board he attended a meeting with RABDF. There is a need to engage with them as much as possible and ensure all stakeholders know the breadth of the work that is taking place.

#### **LEVY PAYER ENGAGEMENT**



PF presented on Levy Payer engagement and defined it as where there is a 2 way relationship with 2 way interaction.

Contact details have increased on the CRM system. In January and February alone over 10% of levy payers were spoken to.

PF asked the Board to think about ways the whole Dairy team can do to help in terms of Levy Payer engagement. This area will now be part of 'business as usual' going forward as every single interaction with levy payers makes the sector stronger and relationships better.

The slides indicated what AHDB are trying to do:

- Proactively build relationships with Levy Payers
- Reduce the numbers of levy payers who are 'passively' benefiting from various AHDB tools and services to 'actively' benefiting
- Grow relationships up to levy Payers from having no relationship right through to becoming ambassadors
- Measure the impact to enable focus on the areas that give results. Looking at what is working vs. not working, how it is being done.
- Increase the % of Levy Payers who are aware of what levy investment provides through support for their businesses

## **MINUTES OF THE PREVIOUS MEETING**

The minutes of the meeting 22 January 2021 were approved and signed.

## **FINANCE AND SSD REPORT – taken as read**

The Management report had been sent out and a meeting took place on 11<sup>th</sup> March with the Board.

## **CHAIRS REPORT (previously emailed to the Board 24/3/2021)**

RS thanked the Board for sharing the workload with him whilst he has been interim Chair and how he appreciated it and to PF to keeping on track with a difficult year due to COVID. He also thanked PR for stepping into the role of Chair until 2022

PF commented that the outcome of the recent ballots with Horticulture and Potatoes were now known and will likely have a future impact on the shape of AHDB. Decisions are now in the hands of Government. The message for the other 4 sectors is to keep going and ensure constant levy payer engagement.



**AOB & CLOSE**

Comment was made on the agenda format. It would be useful to have more interaction within the Board members to share points. Longer breaks for conversation time would be helpful when presenters are not present.

PF informed the Board that he would be sending around a short brief to talk about Research events. The KE team wish to do some videos around Scotland and England taking about upcoming events.

The Chair thanked the Dairy Board for their attendance and closed the meeting at 12.24

