

SUMMARY MINUTES OF THE AHDB DAIRY SECTOR COUNCIL TEAMS CALL HELD ON THURSDAY 19 DECEMBER 2024



PRESENT:

Lyndon Edwards (LE) (Chair), Mike King (MK), Colin Ferguson (CF), Patrick Morris-Eyton (PME), Rob Nancekivell (RN), Ian Harvey (IH), Joe Towers (JT), Gemma Smale-Rowland (GSR), Andrew Warne (AW), Emma Furnival (EF), Andrew Rutter (AR)

IN ATTENDANCE:

Paul Flanagan (PF), Nic Parsons (NP), Mike Gooding (MG) (item 1 only), Sarah Tomlinson (ST) (item 1 only), Miranda Poulson (MP) (item 1 only), John Gilliland (JG) (item 3 only)

APOLOGIES :

Liz Haines (LH), Anna Bowen (AB)

AGENDA ITEM 1 – ANIMAL HEALTH & WELFARE

MG, ST, and MP presented on bTB, Johne's disease, Lameness and BlueTongue and other Animal Health & Welfare priorities based on the paper that had previously been shared with the Sector Council. Feedback from the Sector Council was as follows:

- 1 Collaboration and Coordination:**
Ensure coordination with other organisations and stakeholders to avoid duplication of efforts and maximize impact.
- 2 SMART Objectives:**
Develop specific, measurable, achievable, relevant, and time-bound (SMART) objectives for each priority area.
- 3 Funding and Resources:**
Prepare a detailed proposal paper for the January meeting, outlining the specific objectives, resources required, where others can do/are doing work, and potential collaborations.
- 4 BlueTongue Engagement Metrics**
Share metrics with Sector Council.

AGENDA ITEM 2 – UK DELL PROJECT

PF pulled out the main points from the paper the Sector Council had received on this subject. In answer to questioning, he clarified that this would be cost neutral for AHDB, and that there were a range of other carbon reducing measures that would be tested as part of the project.

AGENDA ITEM 3 – METHANE SUPPRESSING FEED ADDITIVES

The Sector Council had a discussion which underscored the complexity of introducing modern technologies in the dairy industry. It highlighted the need for comprehensive segmentation and understanding of audiences, better industry collaboration, and proactive public engagement to ensure successful adoption and mitigate backlash. The lessons from the GM crops controversy were seen as particularly relevant, emphasizing the importance of gaining consumer trust and avoiding past mistakes.



**SUMMARY MINUTES OF THE AHDB DAIRY SECTOR COUNCIL TEAMS CALL
HELD ON THURSDAY 19 DECEMBER 2024**



Next Steps:

Further discussion on 15 January 2025 prior to the next Dairy Sector Council meeting.

AGENDA ITEM 4 – AOB

RN requested that if papers are attached for future calls that this is noted in the email subject line.

