

**SUMMARY MINUTES OF AHDB DAIRY SECTOR
COUNCIL MEETING HELD ON 6 JUNE 2024, AHDB,
MIDDLEMARCH BUSINESS PARK, COVENTRY**

IN PERSON ATTENDEES: Lyndon Edwards (LE) - Chair, Mike King (MK), Rob Nancekivell (RN), Patrick Morris-Eyton (PME), Liz Haines (LH), Ian Harvey (IH), Joe Towers (JT)

APOLOGIES: Colin Ferguson (CF), Peter Rees (PR)

REMOTE ATTENDEES: Gemma Smale-Rowland (GSR)

IN ATTENDANCE: Paul Flanagan (PF), Nic Parsons (NP), Graham Wilkinson (GW), Marco Winters (MW) (Item 8), Tony Holmes (TH) (Item 9), Ken Boyns (KB), Lucy Randolph (LR) (Item 10), Roddy Wilde (RW) (Item 10), Richard Hampton (Item 10), Chis Gooderham (CG) (Item 7), Anna Hughes (AH) minutes

AGENDA ITEM 1 - WELCOME & APOLOGIES – LYNDON EDWARDS

The Chair, LE, opened the meeting at 8.30am and welcomed those in attendance. GW was welcomed to his first Dairy SC meeting.

Apologies were received from CF

LE explained that, due to unforeseen circumstances, PR would be stepping down with immediate effect. LE and the sector council thanked PR for his hard work and dedication and wished him the best.

AGENDA ITEM 2 - DECLARATIONS OF INTEREST – LYNDON EDWARDS

LE will soon be appointed chair of the Dairy Roadmap and is due to take this role on later in the month.

AGENDA ITEM 3 - MINUTES OF PREVIOUS MEETING – LYNDON EDWARDS

3The minutes of the meeting on 22 February 2024 were approved.



AGENDA ITEM 4 – MATTERS ARISING – PAUL FLANAGAN

PF went through the actions from the last meeting explaining most were either complete or would be covered on the agenda.

- LR has supplied a list of trade events for the rest of the year
- Farm Assurance will be covered later on in the agenda
- DCr forwarded further information after the 11 March 2024 interim call
- The Board are supporting with DD&T so DCr is no longer looking for volunteers

Clarity for the AH&W budget covered at the 11 March 2024 interim call

Mandy Nevel and Chris Gooderham had covered the seven questions during the 11 March 2024 interim call

PF explained to the group that there had been a discussion with the main processors who said, for legal reasons, they would not share the contact details. PF then went on to explain he obtained a redacted list of active dairy farmers in England and Wales from FSA.

ACTION for PF to get an unredacted list of active dairy farmers to check against what is held on the CRM.

PME had spoken to ARLA who stated they would be happy to reach out to their members but it was felt that this could be a time consuming process.

GW to cover dashboards in his business planning update

AGENDA ITEM 5 – CHAIR REPORT/LEVY PAYER FEEDBACK FROM THE COUNCIL - LYNDON EDWARDS

LE explained that there had been two Dairy Insights days which had been extremely well received so much so that another day has already planned for 2 July 2024. LE then told the group that Doreen Anderson was now planning a Scotland Insights meetings in August (2x farmer meetings; 1x stakeholder meeting) and a similar Wales events would take place later in the year. GSR told the group that she had received great feedback from some people who had attended the events and were so impressed with the work AHDB do they have now applied to become a sector council member.

The group were told that, to date, there had been seven Sector Council applications. LE added that the applications close on the 19 June 2024.

The Genetics Advisory Forum meeting took place recently which LE had attended.

LE, PF and representatives from marketing, comms and the environment will be visiting the Dairy UK offices for a meeting on the International Dairy Federation on 24 June 2024.

There will be an Inward Exports mission towards the end of September and LE explained that he will need some sector council member to attend.

LE explained that appraisals are due in the next six weeks.

IH explained that there is an RB209 questionnaire which IH has been asked to circulate to the Sector Council.

<https://ahdb.org.uk/nutrient-management-guide-rb209-review-2024>

JT praised the teams on their LinkedIn activity

RN echoed the great feedback he had also received following the Insights events



AGENDA ITEM 6 – BUSINESS PLANNING – GRAHAM WILKINSON/PAUL FLANAGAN

GW gave the group an overview of the 2024/25 Business Plan. GW added that these will feed into PDR's and objectives. GW added that he had recently introduced a 'Share the News' a monthly update for all staff to join. The group were then shown a slide detailing seven elements of the Business Plan:

- Adding value to Pork
- Adding value to B&L
- Adding value to Dairy
- Adding value to C&O
- Winning with people and our levy payers
- Efficient and effective operations
- Demonstrating industry leadership

PF gave the group an overview of 'Adding value to Dairy' and the activities, measures and actions that feed into this. The group discussed the KPI's and what that means for levy payers and their businesses. GW then went through the fundamentals of 'winning with people and our levy payers', 'Efficient and effective operations' and 'Demonstrating industry leadership'.

GW showed the Sector Council the pillars of success covering levy payers, leadership, expertise and culture & people. GW then went to explain that he proposes increasing the size of the Leadership Team so that all the sectors are representative along with the other functions.

IH queried how the main Board sits along with the Sector Councils within the structure with GW explaining the Company secretary role is key in linking these together. The group were told that the plan was the new roles will be advertised within the next four weeks.

AGENDA ITEM 7 – ENVIORNMENT UPDATE – CHRIS GOODERHAM/KEN BOYNS

Baselining:

CG was welcomed to the meeting and gave an update on the baselining pilot explaining that it has now gone live with 245 expressions of interest from farms, 60 being dairy farms. LE expressed concern that some farms may not be still operating after five years and stressed the importance of looking at their succession planning. CG explained he had taken this on board following previous conversations.

CG went on to explain that the LIDAR tenders were also now live and there had been queries from some interested parties. The group were told that, with regards to funding, there had been a lot of positive conversations with DEFRA however these were paused given that the general election has been announced. QMS have agreed to fund 20 B&L farms, front loaded in year one, HCC don't have funding but are working with Welsh Government in an attempt to obtain some funds.

JT queried when the soil will be sampled to gain evidence of soil sequestration, and will it happen at the end of the five years? CG explained that there will be some soil testing at the end of year one looking at carbon in the soil compared with carbon in trees and hedgerows.

RN queried if there had been much feedback from the processors with CG explaining it had been mostly positive and there hadn't been any kick-back.

FDTP:



Food Data Transparency Partnership published their revised roadmap on 23 April 2024 and, following feedback from AHDB, it has been revised further. The group were told that eco-labelling has been parked for now. FDTP are committed to develop a harmonised methodology for a carbon calculator.

Climate Change Committee:

Agriculture Advisory Group and Food & Trade Advisory Group have been convened by the CCC to offer challenge and critical review to the Committee's work for the UK's 7th Carbon Budget. CG explained that the initial meetings took place in January with the report going live towards the end of the year.

Data Custodian:

KB gave a brief overview of the data custodian work explaining it is a concept of a data eco system that helps farmers control the flow of their environmental data and capture value. There is a need for farmers to supply environmental data to multiple sources and a solution will be needed from somewhere and we need to make sure farmers do not lose out. A group of senior representatives met in April as part of the Environmental Data Day with the main focus being 'What do we need to do with environmental data'. There was strong support from that group to turn the concept in to a detailed proposal over three phases until early 2025.

AGENDA ITEM 8 – GENETICS – MARCO WINTERS

MW was welcomed to the meeting and gave the group an overview of UK dairy breeding. The group were told that there is a rising use of beef semen in the dairy herd (over 52% of all inseminations). MW then went over the herd genetics report which evaluates around 6,000 UK herds. MW went on to explain that 56% of herds are using the Herd Genetics Reports.

MW explained that, depending on funding, he has proposed some improvements to the website transferring the AHDB-hosted web pages to a stand-alone website. HealthyCow index and [EnviroCow](#) continue to be used and add benefit to levy payers. Genetics is estimated to contribute a 20% reduction of Co2 by 2040.

The next steps are:

- Continually enhance evaluation services
- Implement next generation of genomic modelling
- Review best breeding strategy for beef from dairy
- Ongoing review of the most effective and agile structure for the delivery of the services

LE explained that he is looking for a SC rep on the Genetics Advisory Forum

ACTION Sector Council members to consider putting themselves forward to sit on the GAF group

AGENDA ITEM 9 – FINANCE UPDATE

TH told the group that, for the full year, Dairy finished with an increase in reserves.

IH queried how those workstreams who bid for funds last year are getting on with their allocation of funds adding that we shouldn't be adding to reserves when teams that have asked for extra funds are failing to spend them.



The group discussed how the election may affect planned work, such as the Let's Eat Balanced campaign. WJ explained that marketing can't go ahead during the pre-election period however Liam and his team are working on a way round to see how the campaigns can go ahead. GW explained to the group that Nicholas Saphir had recently written to the Secretary of State to challenge the decision.

IH queried the BVD budget with PF explaining that he will feedback to IH following a 1-year extension last year.

Action for PF to feedback to IH

AGENDA ITEM 10 – EXPORTS – LUCY RANDOLPH, RODDY WILDE

LR was welcomed to the meeting along with Richard Hampton, new Director of International Trade and Roddy Wilde, DBT UK Showcase Project Manager. LR went on to give an overview of dairy export data, 2024 events which have taken place and those planned for the rest of the year.

The group were given an overview of the in market showcase that DBT are funding and will take place in September. The group were shown a list of the countries who will or have been invited – 35 buyers have so far have been shortlisted. Pre-event Market briefings planned for w/c 8 July 2024 to ensure buyers are fully brief prior to attending the event.

GW queried how the success of the event can be measured? LR explained that a pre-event questionnaire will be send followed by post event, after six months and after 12 months.

Action LR to work with PF ensure there is Sector Council representation at the events

AGENDA ITEM 11 – FARM ASSURANCE/COMMS GROUP – WILL JACKSON

WJ gave an overview of assurance. The fourth commissioner is awaiting cabinet office approval which is hoped will come this week. WJ added there were five tenders for the secretariat and the commission have awarded the contract to Promar. The review is being driven by the commission who are aiming to have comms out next week leading into a request for submission over the next few weeks. WJ added that the delivery of the final report is due by the end of the year. WJ stressed that the handling of the review had now been handed over to the commission to deliver in an independent manner, AHDB would continue to feed into the process.

<https://www.nfuonline.com/updates-and-information/red-tractor-reviews/>

COMMS

WJ gave an update on Comms explaining that a 'task and finish' group has recently been pulled together to look at adding value to AHDB. The group were told that Graeme Jack (new Board member) is chairing. The comms group will be focused with looking at:

- Communications strategy
- Audience Insight
- Sector Communications
- Benchmarking and measurement
- Communications delivery

LH stressed that there needs to be a CRM sitting behind this to be able to send out bespoke comms to our levy payers with GW agreeing.



AGENDA ITEM 12 – AOB

- EDI Training date – 26 September 2024, 3 x 2hrs sessions. AH will forward further details in due course.
- Webexpenses – TH explained that new app had recently been rolled out and he will be arranging training sessions in due course.
- Baseline pilot – all encouraged to promote to levy payers
- MK – concern over clash of dates of AHDB activities/meetings.
- PF encouraged all to complete the AgriLeader survey
- Climate adaptation – looking for a representative for a workshop. JT has volunteered.
- LE queried if the interim teams call are helpful, with the group agreeing they were.

Action for AH to arrange an interim call for the end of July/early August if required

AGENDA ITEM 13 – DATE OF FUTURE MEETINGS

- Tuesday 17 September 2024
- Tuesday 12 November 2024

