

**SUMMARY MINUTES OF AHDB DAIRY SECTOR
COUNCIL MEETING HELD ON 28 SEPTEMBER 2023,
AHDB, MIDDLEMARCH BUSINESS PARK, COVENTRY**

IN PERSON ATTENDEES: 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), Peter Rees (PR), Scott Shearlaw (SS), David Crane (DC)

REMOTE ATTENDEES: Will Jackson (WJ), Liam Byrne (LB) (Items 6 & 7), John Giles (JG) (Item 9), Edwin Reyes (ER) (Item 9)

IN ATTENDANCE: Paul Flanagan (PF), Nic Parsons (NP), Tony Holmes (TH), Ken Boyns (KB), Phil Hadley (PH) (Item 7), Lucy Randolph (LR) (Item 7), Roseanne Thomas (RT) (Items 6 & 7), Patrick Morris-Eyton (PME), Anna Hughes (AH) – minutes

AGENDA ITEM 1 - WELCOME & APOLOGIES

The Chair, LE, opened the meeting at 8.30am and welcomed those in attendance. WJ was welcomed online.

LE introduced PME to the group as the new sector council member awaiting ratification adding that PME and CF (who has sent apologies) had been invited to attend the meeting as observers.

Apologies received from MK and Colin Ferguson (CF).

AGENDA ITEM 2 - DECLARATIONS OF INTEREST

None

AGENDA ITEM 3 - MINUTES OF PREVIOUS MEETING

The minutes of the meeting on 25 May 2023 were approved.



AGENDA ITEM 4 – MATTERS ARISING

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

Media training still to be arranged in the Northwest, AH to chase the Media team for further dates.

ACTION: Arrange media training day for North Midlands – ongoing action (AH)

To chase DLJ and CG for proposals for priorities and sequencing of work on Dairy (AH)

AGENDA ITEM 5 – CHAIR REPORT/LEVY PAYER FEEDBACK

An update on the Strategic Farms had been covered by NP at the pre-meeting. LE encouraged the group to feedback on how the farms are working.

There was ongoing work on sustainability and the environment with John Gilliland.

LE had a recent meeting with Stakeholders at the House of Lords and had been speaking to one of the Ministers with regards to getting Scope 3 into place.

The group agreed that the feedback they had received was supportive of the levy increase. WJ explained that the feedback from B&L and C&O Sector Councils was similar during their recent meetings.

AGENDA ITEM 6 – LEVY INCREASE

WJ explained that details on the levy increase will start going out from the 4th October. Should the proposal to raise the dairy levy receive positive support, a pack would be sent to Ministers in England, Scotland and Wales outlining the reasons for a levy increase along with letters of support from stakeholders and levy payers.

PF went on to show the group feedback and levels of support received by the stakeholders who have been contacted so far.

RT was welcomed to the meeting and went through the communications plan with the group highlighting the Dairy focus week beginning the 9th October.

DC reported that he had been lobbied by some large levy payers about the current funding model. LE reported that there is currently no appetite from Dairy Company CEOs to change the current model.

Link with Sector Council about attendance at AHDB meetings and Industry Events (NP)

LE asked the Sector Council for sign-off on a proposal to raise the levy from 0.06 – 0.08 pence per litre, which was unanimously supported.

AGENDA ITEM 7 – REPUTATIONAL DEFENCE



RT gave the group an overview of the work her team carries out on Reputational Defence, followed by proposal on what more could be achieved with additional funding. The group agreed that RT should present a in-depth proposal of what could be covered at the December meeting.

MQ raised issue that there is regular criticism of the meat and dairy sectors within the pages of New Scientist. Press Office team to review (RT)

Share recently issued press release on GWP* (RT)

Action for RT to present her proposal at the next meeting in December

LE asked the sector council members to feedback to AHDB colleagues if they see any issues or articles which need defending and to not assume AHDB were aware. WJ stressed that AHDB have to be quite selective about who/what is challenge as some articles have very little impact. PF went on to explain that there is a meat and dairy industry reputational group comprised of representatives from farming unions, processors, trade associations and other bodies that meets quarterly.

WJ stressed to the group that 98% of consumers buy both dairy and we need to keep the messages about sustainability and welfare.

LB joined the meeting and gave an overview of the work his team carry out with regards to reputation and why investing in campaigns such as We Eat Balanced is so important.

Action for AH to share the slides from LB with the group.

SS asked if AI has a role to play in monitoring and responding to negative activities. LB explained that the Marketing Team are currently looking at chat bot opportunities.

AGENDA ITEM 8 – FINANCE UPDATE

TH explained that there is no significant variation between the 23/24 budget and the update forecast after 3 months

After 5 months total operating costs are £265k below forecast, this is expected to reduce to £88k by the end of 2023/24.

AGENDA ITEM 9 – EXPORTS

PH and LR were welcomed to the meeting with PH giving an overview of exports. PH explained that, following the last SC meeting, Promar had won the tender to interview GB dairy exporters and see what the UK's main competitors are doing with regards to dairy exports. JG and ER from Promar joined the meeting online and JG went on to give a summary of how Australia, NZ, USA, France, Denmark, Spain and Ireland organize their export development activity.

Promar presented what could be done in the short, mid and long term.. JG explained that the full report is in final stages and agreed to circulate to the group before the next meeting.

Action for Promar to send the full report before the next meeting (AH)

LR presented next steps to the group covering the key opportunities. LR went on to explain that she works with a Taskforce and that one of the pieces of feedback coming out of that group is there isn't a UK dairy 'brand', as there is in other countries.



Action for LR and PH to present again at the next meeting

AGENDA ITEM 10 – MEASURABLES AND KPI'S

SM was welcomed to the meeting and gave an overview of the measurables slides which were included in the pack. The group were told that the dashboard demonstrates to the sector council how AHDB are performing. SM added that from December the dashboard will include a rag rating.

SM requested feedback from the group on the dashboard and its usefulness. LE suggested that a smaller group (PR, DC, PME & LE) meet with SM to refine the document.

AGENDA ITEM 11 – AOB

NP explained to the group that there will be a visit to Ireland in the middle of November relating to the calf strategy and asked for volunteers. SS put himself forward.

DC to attend meeting at Nottingham University on Animal Health and Welfare on 03 October.

The group discussed the usefulness of the pre-meeting and if the same format should be adopted at the December meeting? It was agreed that a decision to hold a pre-meeting in December would be made nearer the time and communicated to the group.

LE told the group that he had fed back that, going forward, these meetings should take place before the main board and not after. LE added that next year's dates are currently being agreed and would be circulated as soon as they are available.

The group thanked Mary for her service on the SC over the years.

DC congratulated for his recent win at the Cream Awards.



AGENDA ITEM 12 – DATES OF FUTURES MEETINGS

Tuesday 5th December

