

**SUMMARY MINUTES OF THE AHDB DAIRY SECTOR COUNCIL MEETING
HELD ON THURSDAY 16 JANUARY 2025 AT 8.30 A.M.
HYBRID MEETING – AHDB HQ, SISKIN PARKWAY EAST, COVENTRY AND MS TEAMS**

PRESENT:

Lyndon Edwards (LE) (Chair), Anna Bowen (AB), Colin Ferguson (CF) (from Agenda Item 6), Emma Furnival (EF), Liz Haines (LH), Mike King (MK), Patrick Morris-Eyton (PME), Rob Nancekivell (RN), Andrew Rutter (AR), Gemma Smale-Rowland (GSR), Joe Towers (JT), Andrew Warne (AW)

IN ATTENDANCE:

Paul Flanagan (PF), Rachel Adamson (minute taker)
Graham Wilkinson (GW) (agenda items 1-7 only), Guy Attenborough (GA) and Rebecca Loveday (RL) (agenda item 8 only), Tony Holmes (TH) and Colin Turner (CT) (agenda item 9 only), Chris Gooderham (CG) (agenda item 10 only), Lucy Randolph (LR) and Rachael Speed (RS) (agenda item 11 only), Nic Parsons (NP) and Alistair McLaren (AM) (agenda item 12 only), Mandy Nevell (MN) and Mike Gooding (MG) (agenda item 13 only)

OBSERVER:

Tom Clarke (TC)

APOLOGIES:

Ian Harvey

AGENDA ITEM 1 – CHAIR WELCOME AND APOLOGIES
LE opened the meeting and mentioned that apologies had been received from Ian Harvey.
AGENDA ITEM 2 – DECLARATIONS OF INTEREST
AR declared an interest that his sister was on the Muller Milk Group Forum.
AB declared an interest that one of her clients is currently go through the process to become a Strategic Farm.
AGENDA ITEM 3 – MINUTES OF THE MEETINGS HELD 12 NOVEMBER 2024 AND 19 DECEMBER 2024
The minutes of the Sector Council meeting held on 12 November 2024 were approved as a true and accurate record.
The minutes of the Sector Council Teams call held on 19 December 2024 were approved as a true and accurate record.
AGENDA ITEM 4 – MATTERS ARISING FROM THE SECTOR COUNCIL MEETING HELD 17 SEPTEMBER 2024
PF advised the Sector Council that he had followed-up with all the attendees after the insights day and had linked-in comms but would follow-up again due to lack of responses.
PF requested the Sector Council check (if they hadn't already) what they were signed up to with the Preference Centre on the website.

AGENDA ITEM 5 – CHAIR REPORT / LEVY PAYER FEEDBACK FROM COUNCIL

LE and PF updated the council on key activities they had been involved with since the last council meeting:

- Good feedback was received from John Gilliland and Rachel Madeley's session at Environment COP29.
- Tesco announced that they were working with Arla and Muller on the Environment.
- Muller had returned to the DairyUK Forum.
- Insights day with Arla has been arranged for 4 February.
- Positive feedback had been received from the SEMEX Conference. Graham Wilkinson & Sarah Tomlinson presented.
- AHDB's Defra representative had indicated there were likely to be massive reductions in the Defra headcount.
- AW will now chair GAF and both LE and AR will sit on that group.
- Work is underway with Arla, Muller and the BNF on how to improve the consumer experience in the dairy aisle.

AGENDA ITEM 6 – 2024/25 BUSINESS PLAN

GW informed the Sector Council that there they were now seeing movement on activity with some areas showing as completed. Work had started on the 2025/26 business plan and there were learnings which would be built into ensuring smarter KPIs.

GW brought the following to the Sector Council's attention:

- EDI was on track and a disability status review had commenced.
- There was extra focus on stakeholder management being built into the CRM system.
- Digital transformation was amber and there would be a recommendation going to the next board meeting on increasing the use of AI and automation and developing a new website.
- Data Custodian and data sharing model would be presented to the next board meeting.

AGENDA ITEM 7 – AHDB'S NEW VISION AND STRATEGY UPDATE

GW presented an update on the rolling out of AHDB's new vision and values, highlighting the shared approach with LT, the board, the role of Marcus Childs and the all-staff conference, culminating in the co-creation of a new vision and values, and how we want to work together.

GW presented the first draft model on 'calculating success' and the five core areas to demonstrate value return on levy, with each sector having its own version of the 'calculator for success'. A group of external key industry experts and stakeholders had been formed to look at and consider the method. The first meeting will take place in February, to be chaired by Tom Clarke, with recommendations coming back to each sector council and the board in due course.

AGENDA ITEM 8 – DATE FOR NEXT VOTE & LEVY CEILINGS

Guy Attenborough and Rebecca Loveday joined the meeting and presented the item on the 'date for the next levy vote' highlighting the options available for the Sector Council's consideration. The Sector Council agreed to hold the vote in the autumn of 2027, recognising work would commence at the start of 2027.

AGENDA ITEM 9 – FINANCE AND 25/26 BUDGET

Tony Holmes joined the meeting and highlighted that there was no real deviation from the Q2 forecast. The key highlight from the report was that the full year forecast was now predicting a surplus compared to the budgeted deficit, resulting in an increase in reserves.

PF advised the Sector Council that they were currently working on the 2025/26 budget. PF presented a recommendation on funding which reflected discussions with the Sector Council at the November meeting.

TH informed the Sector Council of the timescales and that the team were currently going through a second stage refinement, talking to each Sector Director as part of the process. The intention

was to have the updated data by 24 January, with the Leadership Team looking at the full budget position at the start of February.

AGENDA ITEM 10 – ENVIRONMENT UPDATE

Chris Gooderham joined the meeting and presented an update on the Environment Baseline Project. CG outlined how the project aligns with AHDB's Dairy Roadmap, Genetics, AH&W and also Defra's Dairy Carbon Network project, and the benefit to the levy payer.

AGENDA ITEM 11 – DAIRY EXPORTS

Lucy Randolph and Rachael Speed joined the meeting and presented an update on Dairy Exports work for 2024/25, together with the plan for 2025/26. Which included working with DBT and holding new events in both Thailand and Singapore.

In response to a question on the inward mission in September and the return on this investment, LR advised that £350k worth of business had resulted from that one event.

AGENDA ITEM 12 – ENGAGEMENT, COMMUNICATION & LEVY PAYER CONTACT DETAILS

Nic Parsons and Alistair McLaren joined the meeting and gave a presentation on the 'One Team Approach' on how Engagement, Comms, Digital and CRM were working together to drive levy payer value.

The Sector Council were pleased to hear the contact details of all active dairy farmers, that the FSA had on their register in England & Wales, had been secured and work was progressing for the same details in Scotland.

Work was being undertaken to segment levy payers and questions were being developed.

AGENDA ITEM 13 – ANIMAL HEALTH & WELFARE UPDATE

Mandy Nevel and Mike Gooding were welcomed to the meeting and gave an update on the work of the team, budgets, how the team identifies priorities, collaborative working and added value impact, as well as how the team has developed and uses a projects, responsibilities and risk register.

The Sector Council received an update on the outbreak of Foot & Mouth Disease in Germany and that the AH&W team would shift resources accordingly if necessary but the UK Government had acted swiftly in banning live imports and increasing border checks.

The Sector Council discussed Medicine Hub and although the budget sat within the Data team, AH&W had had discussions with Defra and options were being explored of how to get data into the system.

AGENDA ITEM 14 – PAPERS FOR INFORMATION

1. Sector Council Delegated Powers

Sector Council Delegated Powers. The Sector Council received and noted an extract of the wording in the Scheme of Delegation relating to sector councils, which had specifically been requested be provided by the Sector Chairs at the December board meeting. The Sector Council also received an update on the strategic review of the AHDB Nutrient Management Guide (RB209).

AGENDA ITEM 15 – ANY OTHER BUSINESS

There were no items of any other business.

AGENDA ITEM 16 – DATE OF NEXT MEETING

The date of the next meeting was confirmed as Tuesday 4 March 2025, at AHDB HQ in Coventry.