

**SUMMARY OF AHDB DAIRY BOARD MEETING 20/4  
HELD ON 1<sup>st</sup> OCTOBER 2020  
TELECONFERENCE**

**PRESENT:** Richard Soffe (interim Chair), David Craven, Andrew Fletcher, Oliver Hall, Liz Haines, Ian Harvey, Mary Quicke, Peter Rees, Scott Shearlaw, Joe Towers

**IN ATTENDANCE:** Sue Cleaver (minutes), Anna Farrell (AFa), Paul Flanagan, Tim Isaac, Richard Laverick, Delyth Lewis-Jones, Rebecca Miah, Karen O-Callaghan-Lowe, Nic Parsons, Susie Stannard, James Tickell (observer), Christine Watts

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

The Chair, Richard Soffe, opened the meeting and welcomed those in attendance. There were no apologies, and no new declarations of interest. James Tickell from Campbell Tickell was observing the meeting.

**MINUTES FROM THE MEETING HELD ON 20<sup>th</sup> MAY 2020**

The minutes from the meeting held on 20<sup>th</sup> May 2020 were accepted as a true record and signed by the Chair. The Board agreed that the summary record of the interim calls was accurate.

**MATTERS ARISING**

LH had agreed to join the DairyPro Board with OH. This involved two meetings a year, the last one having taken place in March 2020.

MQ raised concerns regarding the CRM database and the time taken for AHDB to complete missing email data for levy payers. PR requested an update regarding the sharing of data with Welsh Farming Connect. PF agreed to work with KE and CRM teams to develop an action plan to improve the level of contact information for Dairy levy payers.

**FINANCE MANAGEMENT ACCOUNTS**

PF updated the Board regarding activities relating to environment, webinars, and exports.

PR noted that the Facebook page had been very successful and challenged the Comms team to suggest other social media platforms that could be used.

**CHAIR'S REPORT**

The Chair thanked the Board members for their completed appraisals and positive contributions to working groups and areas of special interest.

The Chair updated the Board on the various meetings that he had attended, including main AHDB board meetings and interim calls, meetings with VOLAC, the Dairy Productivity Collaboration Group, the Net Zero working group, and the AHDB Audit and Risk Committee. The main AHDB Board was still working on the new strategy. James Tickell from Campbell Tickell was observing this meeting as part of his role in advising the Governance Review Group, led by Janet Swadling.

**STRATEGY UPDATE**

There was not much more to report since the recent strategy call held in September with Will Jackson and Nicholas Saphir. Work was taking place with AFa and the comms team to ensure

there was a coherence with the strategy, business plans and sector summary communications. The Dairy sector specific plan would follow the advice and guidance given by the Dairy Board at previous meetings.

### **MARKETING CAMPAIGN UPDATE**

The Chair welcomed Rebecca Miah and Susie Stannard who presented the Milk Your Moments campaign results, and proposed how to take the marketing work forward to build on the success of the campaign.

Once the results of the campaign had been shared with DairyUK, Governments and stakeholders, they would then be shared with levy payers

DairyUK were keen to continue working with AHDB, and PF was involved in a joint working group looking at how to take the marketing campaign forward.

The Board thanked RM for her work on the campaign and wished her well in her new post as Beef and Lamb Strategy Director (interim).

CW highlighted that the Board has had a multi-million pound Milk Your Moments campaign for a relatively small investment, of which they should be proud. The work that had gone on behind the scenes was huge.

### **KE UPDATE**

The Chair introduced Tim Isaac, Karen O'Callaghan-Lowe, Nic Parsons and Delyth Lewis-Jones who presented on KE Team changes, delivery and activity, increasing engagement opportunities, Strategic Dairy Farms, KPI Express, HerdAdvance activity and findings.

The Board asked the KE team to increase the level of proactive contact with Dairy levy payers.

AFa updated the Board that there had been 1530 attendees at Dairy Webinars since 1 June. The teams were analysing those stats to see how many were "new" to AHDB events and were repeat visitors. All AHDB webinar data would be washed against the CRM.

Several Strategic Dairy Farms would come to the end of their terms soon, but as covid had affected their final year significantly, there was a discussion to be had about extending their terms. By the end of December the Strategic Farm network will cover 21 farms.

The Dairy KPI tool was discussed, and the Board asked for progress reports at future meetings.

OH queried why AHDB were not holding events on farm. TI and CW confirmed that AHDB was following government advice. AHDB was mindful of the risks of bringing covid onto farm where it could be devastating to the operations of small businesses. This was under constant review, with regular meetings taking place to assess risk and understand the latest guidance.

The Chair thanked the KE team for their presentations and noted the good work that was taking place.

### **LIP UPDATE**

The Chair welcomed Richard Laverick who gave an update on latest progress regarding LIP. There had been a re-phasing of the programme due to Covid that had been agreed with Defra. This re-phasing was a change in the order of species, but did not affect the final delivery date, and the intention remained to have cattle, sheep and pigs on a live service in 2022. The development and funding of added value products or services including the Medicine Hub was continuing in parallel and had not been compromised.

**AOB**

The Chair thanked the Board for their attendance, and closed the meeting at 11:45.